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C O S M E T I C S · S O A P S · F L A V O R S

EST. 1906

WILLIAM LAMBERT
Editor

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Technical Editor

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SUBSTITUTES FOR NATURAL FLORAL ESSENCES

***The growing scarcity of natural
floral essences emphasizes the
value of high quality substitutes***

THE international situation is serving to emphasize the fact that there are countless places where synthetic floral essences can replace the natural floral products with a great deal of satisfaction and marked success.

The ingenuity of American chemists is demonstrated by the fact that American made creations not only reproduce the fragrance of the living flowers with marked fidelity and that they may be employed with complete success but that they are also *preferred* in many instances because of the uniformity in quality which they assure to say nothing of the economies they make possible.

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GOVERNMENT HELP IN DEVELOPING TRADE

Men to Help You Develop Trade

WASHINGTON, D. C.—In the reorganization of the Department of Commerce, the Chemical Division of the Bureau of Foreign and Domestic Commerce has been abolished. C. C. Concannon, formerly chief of the Chemical Division, has become Consultant in the new Division of Industrial Economy. Lester E. Barber is in the Consumption Materials Unit, which is part of the Division of Industrial Economy, and has charge of essential oils, toilet soaps, cosmetics and drugs. In the same division, matters concerning packaging of interest to the allied industries are in charge of Joseph Leeming; and problems of merchandising are in charge of Fletcher H. Rawls. Other matters have been placed in the Division of Research and Statistics, which contains the Business Structure and Economics Unit, headed by Nelson A. Miller as chief, who is charged with problems concerning the display of merchandise or economics. And finally the very popular Thomas W. Delehanty, another member of the old Chemicals Division, has been placed in charge of the Export-Import Market Information Unit, which is an independent bureau in the new economy.

Why Commerce Dept. Reorganized

The reorganization is focussed to shift the emphasis from foreign commerce to domestic commerce. It originally was the object of the Bureau of Foreign and Domestic Commerce to devote 95 per cent of its energies to foreign commerce. It now is the object of the newly formed bureau to devote 95 per cent of its efforts on the problems of domestic commerce.

Each division is headed by a chief. The new Chief of the Division of Industrial Economy, interesting to the cosmetic, soap and allied industries, is Robert L. Martin.

Data on Essential Oils

Like most of his associates, Mr. Barber is now engaged in organizing his new work. He proposes to initiate the study and assembly of data about essential oils. Mr. Barber has found that the business interests of the units in his charge are eager to obtain information, but are extremely reluctant to contribute data to his files. Barber says it is almost impossible to obtain facts because business people appear to

fear the information will be divulged. They do not seem to realize that all information is protected and kept entirely confidential. Mr. Barber will welcome cooperation from his friends in the allied industries. His office is at Room 3513 in the Commerce Dept. building.

Concannon, Missionary

Mr. Concannon, as consultant, like other newly fledged consultants of the department, is expected to advise and counsel the people in his division as well as in other departments and agencies of the federal government. He will visit the trade, and will be available as an immediate recourse to those who require advice and information.

What Latin-America Wants

In Mr. Barber's newly instituted unit, there are many inquiries from Latin-America about the market for essential oils and related products. The Latin-Americans are sending samples to be analyzed, and are asking for advice. The queries come from private persons and concerns and from officials of the governments. It appears the people in Central and South America wish to buy toilet preparations as well as to sell the raw materials.

The Bureau of Plant Industry of the Department of Agriculture is being bombarded by the same appeals. In some instances, the Latin-American governments have sent experts to Washington to make the explorations in company with members of the staffs of their embassies or legations. They find welcome and sympathetic cooperation in the new Office of Agricultural Foreign Relations, a special pet of Vice-President Wallace. The active element in this office is Dr. E. M. Bressman, a newcomer vigorously interested in developing the ties between North and South America. He works closely with Mr. Rockefeller's defense organization which has a parallel purpose. Dr. Bressman is Assistant Director of the Office of Agricultural Foreign Relations, and as such has developed a work in Latin-America that is expected to be the model for the organization of the economic and technological machinery that will bring the products of aromatic plants out of Latin-America.

Plan for Growing Plants

It is expected the plan will follow the method by which the production of

rubber is being fostered in Latin-America. At the invitation of the several governments, the United States sent four rubber survey parties into the Latin-American countries. These explorers, representing chiefly the Department of Agriculture, study soil and climate and labor and botanical history, and, with the assistance of the Latin-American governments, organize cooperative plantings in the various countries. They now have such cooperative nurseries going in the countries named; and when the plants in the nurseries, under the direction of experts, have been developed sufficiently, they are transplanted to commercial plantations. Every step is taken with the complete understanding and cooperation of the governments of the Latin-American countries, and every step of the work is taught to selected Latin-Americans who thus are trained to teach their own countrymen. Most of the actual work in Latin-America is being done now on behalf of the United States by members of the Bureau of Plant Industry.

Feel War May Last Ten Years

There is a suggestion that products of Ceylon and Java may be developed in this area. Despite the fact that dollar exchange still attracts large volumes of the commodities of the East Indies and Asia, it also is true that cargo space is slowly diminishing, and there is every indication that the supply from this Indian ocean area will gradually dwindle to nothing. Washington, off the record, expects this war to last at least ten years, possibly as long as thirty years, and is not very hopeful of many prospects of supplies either beyond the oceans to the West or the East. The development of resources in Latin-America therefore is regarded as a matter of utmost gravity.

Jewish Refugee Colony Busy

The United States government also is keenly interested in the growing of aromatic plants and various drug plants by the Jewish refugee colony in Santa Domingo. Under the OPM, the Bureau of Plant Industry and the Bureau of Chemistry and Engineering, of the Department of Agriculture have set up a program to explore defense needs for chemicals that can be produced from agricultural products such as oils, fats, constituents now used in perfumes, cosmetics, soaps, flavoring extracts, insecticides, cellulose, etc.

Dependability...

With CHUIT, NAEF

DEPENDABLE quality has been synonymous with Firmenich (Chuit, Naef) specialties and aromatic products for forty-five years. Today, we also point to a record of dependability in *uninterrupted deliveries*, not exceeded in any quarter since the beginning of European hostilities—a truly noteworthy performance!

Firmenich + Co., Inc.

135 FIFTH AVE., NEW YORK
CHICAGO OFFICE: 844 NORTH RUSH STREET

THE FUTURE OF SUNTAN PRODUCTS

*Use in connection with sunlamps creates a vast
new market . . . Erythema method of evaluation
. . . Factors to be considered*

by LOUIS STAMBOVSKY

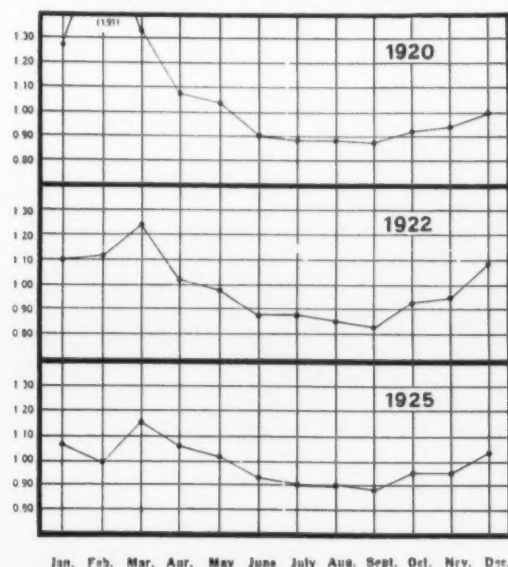
THE imminence of summer stimulates the presentation of old and new developments in the suntan industry. Particularly are we concerned with the future of sunburn preventives. A bird's eye view of the various angles of solar-dermatitis and its prevention will convince the industry that this business is destined to show a substantial and permanent expansion.

VIRTUES OF HELIOTHERAPY

An influence so powerful and all pervading as the sun must be capable of profound physiologic effects—good and bad. Many of these phenomena are still clothed in mystery, others have been wholly or partly unraveled. A multitude of skin diseases often are benefited by insolation. The reduction of colds has been definitely established, although sunlight is not claimed to be a panacea. The "sunny" months reveal a marked increase in resistance to all forms of infection. The following charts from the Department of Commerce plot a dramatic curve delineating the death rate per month in relation to the hours of sunshine per month. As is shown, March is the highest, 1.24 deaths per thousand, and

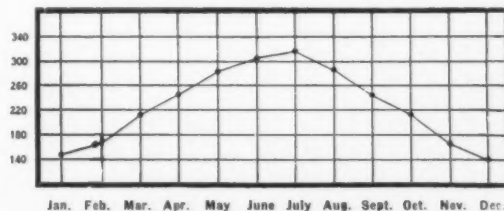


Monthly death rate per 1000 population



Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

Average hours of actual sunshine per month



Jan. Feb. Mar. Apr. May June July Aug. Sept. Oct. Nov. Dec.

September, which obviously followed months of sunlight, is the lowest, 0.83 per thousand.

SUNBATHING WILL INCREASE

The layman's impressions of the combined known and unknown physiological and psychological effects of solar energy are those of a sudden increase in strength, vitality and stamina. The warm, relaxing, sensuous rays promote a sense of well-being, buoyancy and optimism—life again seems an adventure and to be alive, a privilege. We must not overlook the cosmetic effects of sunlight. Sallow, pimply, lifeless and otherwise unattractive complexions are transformed to glowing bronze skins

of irresistible beauty. The female is of course most interested—but if the truth be told, the acquisition of a tan by both sexes is greatly responsible for the unprecedented popularity of sunbathing.

The medical world is familiar now with heliotherapy but it is only within the past few years that any use was made of it. Today the physician recommends sunbathing both for the well and sick. Life insurance companies strongly encourage their clients to obtain as much sunshine as possible. Magazines, newspapers and radio all carry extensive material relative to the healthful virtues of ultra-violet light, natural or artificial.

The exploitation of sunlamps by extensive advertising also has been instrumental in creating sun devotees, mostly because of the extravagant claims made for sunlight which this equipment is supposed to simulate. Coincidentally with the foregoing has been the development of cheaper and faster transportation facilities. The automobile, super-highways, buses and railroads have served jointly to make more easily available the beach, field or stream—even if only for a day. Increased leisure time has enabled thousands to indulge in outdoor recreation to an extent never before possible. It is needless to say that these combined influences and conditions have induced a wholesale return to nature, in which solar energy occupies an important role.

DESCRIPTION AND DANGER OF SUNBURN

We have discussed the factors accountable for the existing unparalleled wave of sun-worship. Accompanying this activity have been countless solar burns of varying degrees, from mild discomfort to hospitalization. These injuries extort an incalculable toll of damage to an important body organ—the skin.

Solar dermatitis is grossly underestimated with regard to ease of occurrence and seriousness, chiefly because the layman's sensory impressions of sunshine are anything but alarming. Everyone has experienced the warm, pleasurable, relaxing sensation produced by the sun's rays, especially during initial exposures at the beginning of the summer. At such a time, could the average person be expected to think of danger and, even if cognizant of same, to exercise caution? The answer is no and in consequence the majority of sunbaths result in burns.

AREAS RECEIVING MOST IRRADIATION

Sunburn is frequently the precursor of less familiar but formidable skin pathologies. The writer has observed a condition during the past few years to which little recognition has been given. It involves those areas receiving the greatest amount of irradiation, primarily the forehead, nose, chest and shoulder surfaces. Chronic actinic irritation produces patches of non-healing, non-pigmenting, raw denuded epidermis punctuated by malignant looking freckles or spotty hyper-pigmentation.

Dr. H. Blum, a research fellow of the National Cancer Institute, stated at a recent symposium on sunlight and cancer: "The evidence is such as to

constitute a warning against excessive exposure to sunlight. At the same time it does not justify a fear of moderate exposure."

SMOKERS' CANCER DUE TO SUNBURN

Simultaneously, Dr. George C. Andrews announced that "smokers' cancer" of the lower lip is not due to smoking but is the result of actinic cheilitis, a chronic inflammation of the lower lip from habitual sunburn. In contradiction to this claim remains the fact that women smokers do not develop lip malignancies. Can it be that lipstick protects the female from solar irritation, or are males susceptible because of carcinogenic substances of which pipe stems are mostly made? These talks were given wide newspaper publicity and rather than discourage heliotherapy, they will serve to stimulate sunbathing as well as the use of sunburn preventives.

Paradoxically enough, though sunlight does bring about a predisposition towards epithelial neoplasms, it also seems instrumental in the decrease of cancer mortality. Sigismund Peller, M.D., of Johns Hopkins, cites figures showing that cancer mortality is much lower below the Mason-Dixon line than in the North. Dr. Frank L. Apperly, of the Medical College of Virginia, claims: "Cancer mortality in the United States and Canada is decreasing as the amount of sunlight increases across the continent and as exposure to sunshine goes up." These authoritative assertions could be woven into forceful advertising for suntan products.

Mild sunburn provokes a hot, drawn, uncomfortable feeling in the exposed areas. The skin is dry and a vivid erythema is usually present. These symptoms disappear overnight.

The severe burns unfold a more interesting picture. Pain, the most obvious symptom, is of an intense, burning, insufferable character, greatly accentuated by the slightest body articulation. Contact with clothing or bedding is unbearable. The skin is parched and of an angry red hue. Shock and absorption of toxins generated in the outraged tissues are jointly contributory in bringing about a systemic toxemia, evidenced by chills, fever, nausea, tachycardia and a sense of impending dissolution. This syndrome will persist more or less relentlessly for at least 36 hours or longer. Moderation now may begin to take place but the victim may be further distressed by an edema or swelling of the ankles, legs, face and other parts of the body.

The accepted theory for this edema is that ultra-violet energy in excess has manufactured and liberated in the skin, the vaso-dilator histamine or a histamine-like substance. This compound causes changes in the osmotic permeability of the capillary system permitting the escape of serum into the surrounding tissue spaces. As a rule, pain will subside completely in 48 to 96 hours, followed by blister formation, drainage and possible denudement. Desquamation or peeling is a concluding gesture of convalescence. The victim may be sure now of one thing—he or she *will not* be compensated by a tan. It is the author's experience



Although one is exposed to sun for hours, only enough ultra-violet should be permitted to penetrate to produce a vivid erythema

that burns of such or lesser severity not only fail to tan that year but are unable to do so for several succeeding years. This is certainly confirmation of more than transient dermatologic injury. Apparently, pigmentogenic factors in the skin have been destroyed or weakened. Loss of skin tone for years is another eventuality. The skin becomes blotched, coarsened, freckled and unelastic—significant signs of more than superficial degeneration. Further evidence of deep injury is the abnormal sensitivity towards actinic energy for a long time.

PREVENTION OF SUNBURN

Summarizing, three broad reasons are evident why solar dermatitis should be prevented. The first is economic: total physical incapacity may easily continue for a week or longer; inasmuch as the average vacation is of less than two-weeks, self-inflicted disability within this period is an irretrievable waste of limited time. The second is cosmetic: normally the female, and even the male, is flattered by a deep, bronze, glowing tan; but after an extreme burn, depreciation in complexion appeal with little or no tan is a certainty for that and possibly several succeeding years. The third is physiologic: the impairment in resistance to dermatologic disease cannot be too strongly emphasized and is probably the most serious requital.

PROTECTIVE MECHANISM OF THE SKIN

Pigment is not the only shield employed by nature as a defense against spectral injury. The complete phenomenon involves four functions: proliferation or the stimulation of more cells, cornification or thickening of the surface cells, pigmentation or the deposit of melanin, change in skin cell proteins.

The shorter wave-lengths, i.e., 2950 to 3150 Angstroms, are probably blocked by the cornification of the surface cells. The energy above this band, being much more penetrative, is retarded by the melanin, situated in the basal cells, next to the deepest skin layer. It seems, therefore, that provisions had been made for the absorption of the different wave-lengths at different skin levels.

Screening chemicals function by either mechanically blocking the effective rays or permitting their

passage but, in so doing, transforming erythemogenic wave-lengths to lesser or non-erythemogenic energy.

The portion of the solar spectrum responsible for erythema and tan extends from 2950 to 3150 Angstrom units. There has been much discussion of late regarding certain longer wave-lengths being capable of producing tan without previous erythema.

EFFECT OF VARYING WAVE-LENGTHS

Luckeish has made an exhaustive study of the relative effectiveness of different wave-lengths in the production of tan and erythema. It was found that the effective erythema and pigmentogenic wave-lengths are practically identical for energy longer than 2950 A'. However, it was added that the wave-lengths 3342 A' and 3663' produce a direct or immediate tanning with less erythema than the shorter wave-lengths. These latter frequencies possess only 1/80 and 1/144 the pigmentogenic power as compared with the energy covered between 2950 and 3150 A'. This is substantiated by the well-known fact that it is virtually impossible to tan through window glass, which does transmit quite freely in the region above 3300 A' but practically nothing below 3150'.

FORMULATION

We shall not attempt to discuss the various chemicals offered for use in sunburn preventives. The opaque substances are worthless inasmuch as they retard all energy. Some compounds are of limited stability and decompose in sunlight. Certain materials are potential irritants, such as quinine and the salicylates. A majority of the popular screens possess insufficient ultra-violet absorption or transformation power, necessitating high concentrations in order to attain any degree of efficiency. Naturally, the higher the percentage of the active chemical in solution, the greater are the chances of unfavorable dermatologic repercussions.

Two general types of products are in use, greasy and greaseless. The former group is composed of various oils, fats, and high fat content creams, containing an ultra-violet screen. Unquestionably the oils are better for the skin since they supply lubrica-

tion and prevent drying. However, these advantages are offset by their ease of displacement upon contact with blankets or other objects. Their greasy feel and appearance are intolerable to most persons and their tendency to pick up and hold beach sand is most annoying.

The base of greaseless products is either a low fat cream or a hydro-alcoholic lotion or a gum mucilage. Upon drying, they are invisible or nearly so and are quite resistant to removal by contact. In this latter respect, the hydro-alcoholic lotion is most outstanding.

HOW EFFECTIVE SHOULD PREVENTIVE BE?

How effective a sunburn preventive should be is a question upon which little or no agreement exists. Too much protection will rob the user of desired actinic stimulation and too little will result in burns. A comprehensively safe product can be formulated only by the correlation of three relevant, and within certain limits, variable factors. They are: intensity of solar flux, length of exposure and epidermal sensitivity. We are indebted again to Luckeish for the following erythema data: twenty minutes of June sunlight at noon will produce a minimum perceptible erythema (MPE), on average untanned skin; fifty minutes will stimulate a vivid erythema (VE); one hundred minutes will result in a painful burn (PB); two hundred minutes will provoke a blistering burn (BB). For convenience we tabulate these reactions.

EFFECTS OF JUNE SUNLIGHT AT NOON ON THE AVERAGE UNTANNED SKIN

20 minutes	MPE
50 minutes	VE
100 minutes	PB
200 minutes	BB

MPE is the degree of reddening barely, though definitely, discernible. VE is a higher coloration, usually a bright red, but not representative of epithelial damage. It is an indication that the skin has responded to a maximum of sub-injurious actinic excitation. Blondes and red-heads may vary from the above averages by as much as 40 to 170 per cent in hypersensitivity. From this average erythema data, it can be seen that irradiation beyond 50 minutes or VE begins to advance into the painful burn zone. Therefore a VE dose is the maximum stimulation without injury of any degree. In other words, even though exposed for hours, only enough ultra-violet should be permitted to penetrate to produce a VE. The third variable is the number of hours spent in the sun by the average individual. The author stated in 1933 that four hours was the average period of irradiation. This was reaffirmed in 1935 and is now reiterated by virtue of further surveys, plus the opinions of other interested observers. Thus 240 minutes, being the average exposure, is well in advance of the BB stage.

If the person so exposed is not to be subjected to more than a 50-minute, or VE stimulus, it is obviously essential that the shielding film should not transmit more than 20 per cent of the sun's

erythemogenic energy. This fraction of four hours yields 48 minutes computable as 100 per cent effective irradiation time, or just below a VE. To avoid confusion, no mention has been made so far of several other influential variables which must be taken into consideration. As we shall reveal, a 20 per cent transmission is too low and would deprive the user of the maximum non-injurious ultra-violet dosage.

Solar radiation is not constant throughout the day. There is a marked declivity before and after meridian. Dorno reports, from his studies of sunlight below 3600A', that with a maximum intensity at 11 a. m., there occurred at 9 a. m. and 2 p. m., a 20 per cent diminution of actinic energy. Clark claims an even greater off-meridian depreciation in the 2950-3150A' range. On July 16 at noon a reading of 9000 ergs per sq. cm. per sec. was obtained. At 10 a. m. and 2 p. m., a decrease of 44 per cent and 30 per cent, respectively, was recorded. An average of these differentials will net a mean ultra-violet reduction of 29 per cent at two hours before or after noon. These chronologic alterations suggest a modification of erythema values, as follows:

Time required to produce	Noon	Two hours plus or minus noon	Mean between 10 A.M. & 2 P.M.
MPE	20 minutes	26 minutes	24 minutes
VE	50 minutes	65 minutes	60 minutes
PB	100 minutes	130 minutes	120 minutes
BB	200 minutes	260 minutes	240 minutes

From this table it is evident that between the hours of 10 a. m. and 2 p. m., when actinic effect is greatest, a mean of 60 minutes will produce a VE on average untanned skin. We have stated that the VE reaction is the maximum dose possible without damage. Twenty per cent transmission would yield only 48 minutes calculable as 100 effective exposure. Therefore, transmission should be increased to 25 per cent, for this percentage of 240 will net 60 minutes' effective irradiation.

Another inconstant is the extreme improbability of any one remaining in a fixed position relative to the sun for as long as four hours. Voluntary or involuntary body rotation would apportion, in some degree, equivalent periods of irradiation to the various body surfaces. A 240-minute exposure, shielded by a film permitting the passage of 25 per cent solar erythemogenic rays, would result in 60 minutes of 100 per cent effective activation. It is a certainty that no one area would receive more than three quarters of the total 60-minute stimulus or 45 minutes—15 minutes short of the time necessary to produce a VE. This leaves sufficient latitude to cope with still another factor. The reflection of ultra-violet on or near large bodies of water strongly augments the potency of sunlight by simple additive affect. Laurens is of the opinion that this property of water is about one-quarter that of snow. There is some evidence that snow may reflect so efficiently as to increase by 100 per cent the direct rays of the sun. Accepting this figure, aqueous reflection will complement solar radiation by at least 25 per cent. We have demonstrated that a 25 per cent transmission factor plus body rotation does

not allow any surface to receive more than 45 minutes excitation, within the average four-hour total exposure. At this point, there is still a considerable margin left for the absorption of the reflected energy found over water. The same reasoning is applicable to those latitudes where extraordinary actinic power is present, such as the tropics.

EVALUATION OF SUNBURN PREVENTIVES

Several methods are employed for the analysis of sunscreens. Spectrographs, or spectograms, are impressive but of limited value inasmuch as they furnish only qualitative information. The spectrograph uses as a source of energy a tiny arc, carbon or mercury, which is infinitely incomparable to the powerful energy flux of sunlight. Therefore, except for qualitative and comparative data, spectograms are of little importance in the determination of sunscreen efficiency.

The erythema reaction method, as in all biologic tests, is not exact but it does yield information closely approximating the efficiency of the product tested. Its value rests in the rationale of using the skin itself as an indicator and partially simulated sunlight as a reagent, the very same two factors upon which clinical behavior is dependent. The details of the technique may be found elsewhere.

A NEW MARKET FOR SUNBURN PREVENTIVES

Von Bauman and Schiff, in attempting to reproduce solar type pigmentation with a Hanovia mercury arc lamp, interpolated a sheet of Corex D glass to eliminate energy below 2800A'. Wave-lengths shorter than 2800A' are caustic and of negligible pigmentogenic value. A much better tan was produced with Corex D, a film of a certain sunburn preventive was applied directly on the skin. The results, according to these two physicians, were most interesting inasmuch as it was claimed that a deeper tan was noted than when unfiltered energy or Corex D was used. The theory of transformation of wave-length comes into action again here. The major portion of the mercury arc ultra-violet spectrum, being below 2800A', is converted into the longer, more pigmentogenic and less abiotic wave-lengths. This opens up a vast new market. If the number of sun lamps sold is indicative of its size, it is gigantic and one that lasts for many months rather than the brief summer. We, of course, refer to the use of suntan products in conjunction with sun lamps. As a matter of fact, one manufacturer already has offered his product for this new service.

SUMMARY

1. The physiologic effects of sunlight are in the main beneficial and valuable.
2. A tremendous educational effort is acquainting the public with the healthful virtues of sunshine.
3. Cosmetic and recreational advantages are of powerful influence in the maintenance and expansion of sunbathing.
4. Solar injuries are costly from an economic, cosmetic or physiologic viewpoint.

5. Sunburn preventives constitute the most practical method for the prevention of sunburn.

6. Sunscreen efficiency is based upon correlation of average solar intensity, average dermatologic sensitivity and average period of exposure.

7. The erythema method of evaluation is most informative.

8. The use of sunscreens in conjunction with sunlamps creates a new market of vast proportions.

Average Salesman

IF the average salesman actually worked and talked to prospects as many hours as a book-keeper works on his books, this country wouldn't have enough factories to manufacture the goods that could be sold.—George S. May.

New Functions for Advertising

IN view of the armament program, manufacturers may expect a steady expansion of defense priorities and similar restrictions on other than war goods production, according to Jules Bogen. Three main functions for advertising under such conditions are:

1. Keep the public informed why changes in products or prices are necessary, thus anticipating the "profiteering" cry heard so frequently during World War I.

2. Protect brand names and cultivate good will wherever production is curtailed.

3. Prepare for the introduction of new products in the post war period. The large scale development of new goods and industries is the nation's chief hope for absorbing idle men and money and the improvement of the American standard of living after the war.

In connection with the excess profits tax Dr. Bogen pointed out that for enterprises with earnings of more than \$500,000 a dollar spent on advertising will involve a net cost of less than 25 cents since otherwise this dollar would be subject to taxes.



"Say—Those containers of yours are SO tamper-proof that we can't even fill them!"

WAR TO INFLUENCE T. G. A. MEETING

*Production of aromatic raw materials in this hemisphere
to be discussed . . . Exhibit of supplies abandoned . . .
Instead of going to theater, play will come to the hotel*



Herman L. Brooks
President



Cecil Smith
1st Vice-President



E. B. Hurlburt
2nd Vice-President



H. P. Willats
3rd Vice-President



Paul F. Vallee
Treasurer



J. I. Poses
Secretary



EVERYTHING points towards a record attendance at the sixth annual meeting of the Toilet Goods Association in the Waldorf-Astoria, New York, N. Y., June 9, 10 and 11.

EXHIBIT ABANDONED

Because of business conditions, the plan to hold an exhibit of supplies in connection with the meeting has been abandoned. A dozen or so companies which signed up for exhibit space have had their deposits returned.

BUSINESS PROGRAM

The program will follow the usual pattern. On the first day there will be reports of the president, the counsel and the Board of Standards and H. Gregory Thomas, in charge of program arrangements, will discuss the work of the Scientific Committee. There will be no sessions the second day. The third day will be taken up with an executive session for active members only in the morning; but in the afternoon matters of vital importance to the future of the industry will be discussed. These matters will reflect the effect of the war on the industry. The production of aromatic raw materials will be given much attention. Dr. Bressman of the Dept. of Agriculture will be one of the speakers and a representative of the Inter-American Develop-

ment Commission, a subsidiary of the Rockefeller defense organization, will discuss essential oil development in South America.

Following this there will be a symposium of five beauty editors on the effect of the war on consumer trends in cosmetics.

THEATER PARTY AT THE HOTEL

Instead of the usual practice of going to the theater to a show, this year the show will come to the air-conditioned ballroom of the hotel, on the evening of June 9. It will be a regular stage production, "From the Gay Nineties to the Naughty Forties." Afterwards the supper dance will be held as usual.

Tuesday, the second day, members who wish to play golf will participate in the annual tournament at the Ridgewood (N. J.) Country Club.

The evening of the final day will be devoted to the reception, banquet and dance which is always a highlight of the convention. Souvenirs will be distributed at the banquet and as usual a novel entertainment will be provided.

The members of the convention committee are: LeRoy Root, chairman, Philip Haebler, Milton Martin, Charles Fishbeck, Karl Voss, Michael Lemmermeyer, William P. Murray, Walter E. Klaas, A. C. Burgund and J. B. Walker.

DEVELOPING ESSENTIAL OIL PRODUCTION

How to cultivate plants to produce oils of caraway, fennel and lovage . . . Factors to consider, points on production and distillation and uses of all

IN response to the first article of this series, published in February, many inquiries from various institutions of learning, cooperatives and chemurgic councils have been received. It is the writer's sincere desire to cooperate with all of these institutions in promoting the production of essential oils in the United States, especially in making this country independent in those raw materials which heretofore were imported. In this article are discussed oil of caraway, oil of fennel seed and oil of lovage.

by DR. ALEXANDER KATZ

yellow-like thin looking sides. Inside of the seed there are tiny little channels, containing essential oil which is highly aromatic in taste. The seeds are composed of an albuminous substance, having some tannates, mineral salts, fatty and essential oils.

MANY PLACES FOR GROWING CARAWAY IN U. S.

Practically every locality in the United States, except the desert sections, would be suitable for the cultivation of caraway. The region of the Great Lakes, or the Pacific Northwest, Texas, and Northern California, and states bordering Canada would be the most satisfactory.

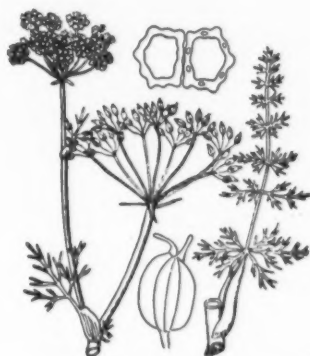
The plant bears fruit in the second year. Well-ripened and dried fruit is employed for flavoring purposes. The ripeness of the fruit is recognized as it turns gray. This usually happens in July. It must be taken into consideration that ripened caraway seed, if subjected to wind, will fall off the plant. It is important to collect the ripened fruit as quickly as possible, even if only a partial gathering is made. It is better to collect the fruit early in the morning or in the evening when dew covers the seeds, since this prevents them from falling to the ground. The seeds are gathered by cutting the umbrella-like stems. The remaining ripened caraway is dried in fields in sheaves or grass cocks. After the plant is well dried, it is subjected to threshing.

Good caraway seed answers to the following description: The top of the seed slightly resembles a crescent, and sometimes two seeds join together with five projected sides; the color of the seed is brownish-gray, with sides lighter in color; the aroma is very strong and typical; the taste is pleasant, with a slight burning sensation; it should contain from three to seven per cent essential oil.

USES OF CARAWAY SEED

Caraway seed is used for the manufacture of caraway oil. From this carvone is made, which is known as terpeneless oil of caraway. Caraway seed is used also for infusions in making liquors, and as such in the baking industry and as a condiment in the meat industry. In the liquor industry it is used mostly in a preparation known as kummel, which, in German, mean "caraway." Different

OIL OF CARAWAY



(*Oleum Carvi* from *Carum Carvi* L.)

This is distilled from caraway seed (family of Umbrelliferae). Caraway grows in practically all of Europe. Most of it, however, was brought into this country from Holland. Small amounts were grown also in Germany and England. Russia has developed lately some growth of this commodity in the Caucasian region, and also in Siberia. There is some cultivation of caraway in Morocco.

Caraway is a biennial herbaceous spindle-shaped plant, with a straight root. The stalk is straight, bare, and branchy, and is fully developed only in its second year, when its height reaches approximately two feet. The leaves are tri-foliate, feather-like, and have a small spear-like appearance. The flowers are small, sometimes white or pale rose in color. They bloom on long stems, similar to an umbrella. The flowering period is from May to September. The fruit is oval-shaped, long, with indentations on the sides. It is approximately four to four and a half mm. long, and one to two mm. wide. When the seed is ripe it usually splits in half. The seeds have a crescent-like appearance, with

kümmels are produced, the most common being Berliner kümmel, Allasch kümmel, and Doppel kümmel. All are made in the same way, either by maceration or distillation of caraway seeds, or by the use of essential oil derived from such seeds.

The most important constituent of this essential oil is a ketone known as carvone. Good caraway oil contains from 50 to 60 per cent carvone. The balance of it is a hydro carbon-dextro lemonine, known as carvene which does not have very much commercial value. However, carvene could be utilized as a deodorant for sprays where petroleum derivatives are used, in printers' ink, and in cheap laundry soaps.

To get the best results in distillation, it is necessary to break up the seeds. The most recent method employed for this purpose is a large pebble mill which is kept closed after the grinding is finished until the crushed material is transferred to the distilling apparatus. Prior to the employment of a pebble mill, crushing revolving rollers were used and the crushed material was also immediately distilled. This is important in order to avoid decomposition of the crushed fruit.

The first fraction of a distillate of caraway, as well as fennel, is somewhat unpleasant, reminiscent in odor of H_2S . After this odor is eliminated by distillation, the oil is distilled in the regular way with live steam, using a Florentine flask to return the collected water into the still in order to save the maximum amount of oil with which the water is saturated. The exhausted seeds then are dried and used as animal fodder.

ORIGIN OF OIL DETERMINES YIELD

The yield of the oil differs, depending on the place of origin. For example, Bohemian, Dutch, Norwegian and Swedish fruit yield an average of 5.5 per cent; German fruit averages 5 per cent; Austrian fruit averages $4\frac{1}{2}$ per cent; and Russian fruit averages 4 per cent.

The taste and aroma are imparted by the presence of carvone which is the most important constituent of the oil. This is identified as a ketone.

It is possible to employ a low-producing oil fruit in distillation, and the oil obtained may be rich in carvone content. The Russian oil may be used as an example. The writer has examined quantities of Russian oil with a 60 per cent carvone content, while Russian fruit yields only four per cent of oil.

The best method employed for separating the ketone carvone from its hydrocarbon carvene is by live steam distillation, in an apparatus provided with fractionizing column. In this case, the use of Florentine flask in distillation, returning the condensed water into the still, is desirable, since small amounts of carvone are more soluble in condensed water than carvene.

PROPERTIES OF CARVONE

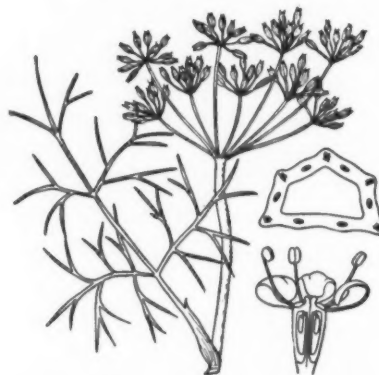
Specific gravity of carvone is 0.960 to 0.965, optical rotation of $+57^\circ$ to $+60^\circ$, refractive index 1.497 to 1.500; while specific gravity of carvene

is approximately 0.852. Since carvene is lighter in specific gravity in distillation, carvene comes over before carvone. A preliminary test should be conducted on a small scale to determine the exact amount of carvone present. This should be determined from caraway oil, not from the fruit. After 40 per cent of the carvene is recovered, it is essential to watch closely the fractions collected.

As mentioned earlier, the largest center of production of caraway seed and oil before the present World War was Holland. Due to war conditions, caraway seed is being substituted by dill seed which is not as pleasant in taste, particularly in the liquor and baking industries. However, if carvone is separated from dill seed oil, of which it is also a constituent, this carvone can be used instead of carvone derived from caraway oil, or instead of caraway oil itself.

The need for gaining independence in production of caraway seed in the United States is essential, and it is urgent for the chemurgic and agricultural societies to look into this matter with the utmost consideration.

OIL OF FENNEL SEED



(*Oleum Foeniculi* from *Foeniculum Vulgare* Mill)

This plant belongs to the family of Umbelliferae. It represents a perennial herbaceous plant, similar to dill weed. The root is thick, pulpy, spindle-shaped, with very few branches. The stalk is round, with longitudinal-streaked lines which branch out toward the top. The plant is from three and a half to seven feet long. The foliage is smooth and complex, or plumous. The flowers are umbrella-like, without a top. The corolla has five yellow petals, five capillaments, and one pestil, with an ovary. The ovary has two nests, each containing one seed.

Fennel grows wild around the whole Mediterranean district. It is cultivated in Holland, Germany, Austria, Rumania, Russia, India, Japan and China. There is quite some difference between the yield and quality of essential oil derived from wild-growing and cultivated fennel. The best quality oil in Europe is obtained from Russian, German, Austrian, and Rumanian fruit.

In cultivating fennel in the United States, it is recommended that the seeds be obtained from coun-

tries where the oil yields the highest amount and the finest flavor. The wild grown seeds are too bitter in taste, and the essential oil differs in chemical and physical properties. The proper areas for cultivation in the United States would be northern California, the Pacific Northwest, all states bordering the Great Lakes, and the Middle Atlantic states.

Fennel is used in foods as a condiment. Oil of fennel contains 50 to 60 per cent anethol, its most important constituent. The fraction which is distilled between 190° and 192° has a bitter camphor-like taste, with all of the characteristics of a ketone known as fenchone. The oil also contains camphene, α -phillandrene, d-pinen, dipentene.

GATHERING FENNEL SEED

The fruit, known commercially as seed, ripens gradually. It is necessary to collect these seeds at two or three different periods, in order not to burn up the ripened fruit due to over-exposure to the sun. The ripening begins on the top of the umbrella-like plant, and after the first and second gathering, the whole plant is cut down. All of this is then put into bundles and left to dry. It is necessary, however, to dry these bundles under a shed, to avoid rain. After the bundled plants are completely dry, they are milled.

In Europe two species of fennel are grown—the bitter and the sweet. Bitter fennel is cultivated in Germany and surrounding countries such as Rumania and Holland. Sweet fennel is cultivated in southern Europe, in such countries as Italy, France, and Greece. Sweet fennel is more in demand in the United States.

As far as distillation of fennel oil is concerned, the same procedure as outlined for making oil of caraway is suggested. In determining the purity of this oil, the physical properties should be taken into consideration and should answer the following requirements: Specific gravity .960 to .980, optical rotation -6° to -20° , refractive index 1.525 to 1.534.

OIL OF LOVAGE



(*Oleum Levistici* from *Levisticum Officinale*, Koch)

This plant belongs to the family of Umbelliferae.

It is a perennial herbaceous plant, with a heavy solid root. The stalk is flexuous and straight. The leaves are plain, alternative mono- or bi-plumous, with large reverse oval-formed segment. The flowers of the plant are yellow in color. The seeds are corinated, with winged sides on the outside. When the fruit is ripe it splits in two.

Lovage is grown wild in central Europe. It is cultivated in Germany and France, and lately it has been cultivated in Russia.

In the United States, the Middle Atlantic States, California, Florida, and eastern Texas would be proper locations to cultivate lovage.

Lovage is propagated by sowing seeds, or by division of the root. In the beginning of planting it is necessary to have a well irrigated cultivated area.

LOYAGE USED IN FLAVORING INDUSTRY

The root of the plant is the most important part. It is used in producing the essential oil, also resinoid. In both cases the products are used in the flavoring industry. They represent one of the most important constituents of artificial maple flavor. The extractions of lovage root are used for the same purpose. It is also used in the production of such artificial flavors as raspberry, blackberry, prune, apricot, peach, and cherry, particularly when these flavorings are used in making cordials.

The essential oil of lovage is extremely powerful and should be used with care. The odor and taste of freshly distilled oil resemble the oil derived from angelica root.

Lovage root contains from 0.3 to 1 per cent of essential oil. It also contains small amounts of malic acid.

The best time to collect the root is around April or May, from a plant which is at least three years old. It is important to clean the root from earth and sand before distilling. If the root is very large, it is best to cut it longitudinally into four parts before drying. Then string the root and dry it outside, or in a specially well ventilated drying room. Lovage root is very hygroscopic, and it is advisable to store the dry material in a well ventilated dark room.

The outside of the dry root is brownish in color. The heart of the root is yellowish in color, and it is firmer than the outside. The root possesses a characteristic sweet strong aroma and flavor, so typical of the essential oil. As mentioned above, the root is the most essential part of the plant. Recently, however, the fruit and herb have also been used in the preparation of this essential oil.

DISTILLATION OF LOVAGE OIL

The fresh root can be used in distillation of lovage oil. When freshly gathered root is used, it should be crushed and employed immediately in the process of distillation, since on storing without drying, even for a very short period, it will start to decompose, giving to the essential oil a mouldy

taste and aroma, which is not at all desirable. However, the greatest yield can be obtained from the dry root.

The essential oil of lovage is somewhat yellowish in color, and sometimes even brownish, depending upon the dryness of the material.

The specific gravity of oil of lovage is from 1 to 1.5. The oil produced from the dry root is heavier in gravity. The oil is slightly dextro rotary, from $+1^{\circ}$ to $+7^{\circ}$, refractive index 1.539 to 1.552. The most important constituent of this oil is d-a-terpeneol, but there are some other constituents which have not been fully investigated.

The distillation is conducted in a steam jacketed still, with a live steam injector. Due to the density of this oil, it is necessary to distill it under pressure. To insure proper condensation, the condenser should be provided with an appropriate cooling system and Florentine flask for return of water into the still. The still should be constructed in such a way as to avoid possible dephlagmation. The distillation should be conducted very slowly, to avoid formation of resins.

Boss . . . or . . . Leader

Drives his men	Coaches them
Depends on authority	Depends on good-will
Inspires fear	Inspires enthusiasm
Says "I"	Says "We"
Fixes blame for a breakdown	Fixes breakdown
Knows how it is done	Shows how
Makes work a drudgery	Makes work a game

—From Fifth Ave. Protective Assn.

Post-War Trade

"UNFORTUNATELY, economic fighting," states a correspondent of the *Manchester Guardian*, "is not so obvious as military, but if it is enduring peace that we want there can be no doubt that both must be got rid of. Otherwise, as surely as night follows day will the military fighting once more follow the economic. Restrictions on a national basis must go. National self-sufficiency must be made unnecessary, and all tariffs, except the purely revenue-producing ones, must disappear. Competition—if it cannot be replaced by cooperation—must be as between one product and another; the country of origin must not be allowed to enter into it. We must cease to think of fighting for markets, but rather of securing the widest possible distribution over the whole world of the best it produces, irrespective of where it comes from. If, therefore, it is agreed that economic peace is essential, it would appear that organizations, which have been brought into being solely to wage war-time trading on the most nationalistic of bases, are the last to which should be entrusted any planning for the peace. Their peace-time objective should be suicide, and it behooves us to see that when the peace comes they have not become such lusty growths that they take a long time a-dying."—*Soap, Perfumery & Cosmetics*.

Mechanized Selling

PRODUCING goods and producing orders are two jobs of an entirely different nature. Once you have learned to make one clock per day, it is not difficult to make two clocks per day. And when this is done, it is comparatively easy to make four, eight, or even one hundred clocks per day. It is largely a problem of working with machinery, materials, and the multiplication table.

But just because you can produce one order per day for these goods does not mean that you can get two orders per day by simply doubling your efforts, nor does it mean that you have the clue for producing one hundred orders per day. Mass production of goods tends to reduce the unit cost of manufacture but the mass production of orders does not follow this rule, because each increase in sales quota calls for an increase in either the extensity or the intensity of the sales effort. In either case, the law of diminishing returns soon becomes effective. Personal sales costs tend to increase unless mechanized selling is introduced to do that part of the selling job which does not require the use of the salesman's personal contact.

The salesman works under handicaps not experienced by workers in well organized factories. When a factory worker is engaged on a 40-hour per week basis, he works the full 40 hours in productive work. Blue prints, materials, tools and time tickets are brought to him as a routine procedure. He loses little of his valuable time at his machine or bench in non-productive labor.

The salesman, on the other hand, spends only about 100 minutes per day in actual selling. The rest of his eight-hour day is spent, or rather wasted in traveling, waiting, reporting, or doing other non-sales work. And yet, in these 100 minutes he must dispose of the 480-minute output of the highly mechanized workers in the factory.

How can mechanized selling increase the efficiency of the salesman's 100-minute working day? Through the use of suitable advertising, much of his time can be saved by pre-selling his products to his prospective customers. Such pre-selling can:

1. Stimulate a desire for the product.
2. Publicize the user benefits of that product.
3. Point out its competitive advantage.
4. Give the names of satisfied users.
5. Publish convincing testimonials.
6. Establish the reputation of the producer as a dependable supplier.
7. Urge action that will accelerate the progress of the sale.

The results of mechanized selling cannot be measured primarily in terms of inquiries because there are six important jobs to be done in pre-selling before the prospect is likely to take direct action leading to the order. Inquiries will be received from those who are most urgently in need of the advertised product, but the bulk of an advertiser's prospects will only be "conditioned" to receive the advertiser's salesman's call.—Extract from address by A. H. Fensholt, president of The Fensholt Co.

OIL OF BOIS DE ROSE

First of two articles on its cultivation and production. . . . In this one the vast world of green, almost devoid of life, which makes up the Amazon basin is vividly described

THE AIR was warm and sultry when we drove from the hotel to the airdrome on the banks of the Pará River. Gusts of wind rippled the pools of water on the road, remnants of the heavy tropical showers which had lashed against our window shutters during the night. We halted in front of a low building on the water front. The first rays of the sun breaking through the cloud bank on the eastern horizon tinted the waters of the mighty Pará in hues of lilac and purple. Drooping fronds of palms stirred in the early morning breeze. Unusual commotion reigned in Pan American's reception hall which, to our surprise, was crowded with Japanese dignitaries. Dainty, slant-eyed ladies in silk kimonos bowed ceremoniously to a dignified gentleman who returned the courtesies with prolonged reverence, as Japanese etiquette prescribes. To all appearances, Belem's Japanese colony said farewell to an important official who was leaving on an inspection tour of a prosperous Japanese settlement in the interior.

One bell and Pan American's officers walked snappily down the gangplank. Two bells and the passengers followed in loose formation, some of them perhaps a bit uneasy about the idea of flying up the Amazon River. We took our seats in the long, low cabin of the hydroplane and buckled the safety belts. The two motors started to drone in unison and we taxied into midstream, slowly taking position against the wind. The muddy waters of the Pará seemed to glow aureate as the sun's fiery disk emerged above the low jungle ridge. The captain "gave her the gun" and we raced along, skim-

by DR. ERNEST GUENTHER

*Chief Research Chemist,
Fritzsche Brothers, Inc., New York, N. Y.*

ming the waves with that delirious power and speed which make us hold our breath in sheer joy and exhilaration. How thrilling the take-off in a hydroplane! First, the gurgling of the waves around the bow, then the gentle swish, the bouncing dash, the spray of water across the windows, the thunder of the motors. Finally a slight jerk and up, higher and higher, until port, river, jungle and earth remain beneath, small and insignificant, and we soar into boundless freedom.

We tore into white clouds, the ship trembling slightly at the impact, and emerged again to look down upon a strange world of water and jungle. One must see the Amazon from the air to realize its incredible extent and might. Millions of tons of mud, good earth carried from Peru's high mountains, seemed to flow down in its arms and spill into the blue Atlantic. As far as the eye can see, it forms a tremendous delta forever pushing forward into the sea, day and night, for months and years, centuries, millions of years, until the continent is leveled in the eternal play of time.

ABOVE THE JUNGLE

We settled in our seats, making ourselves comfortable, some passengers taking a belated morning



The city of Manaus, at left, is located at the juncture of the Amazon and Rio Negro rivers; at right, a scene on the Rio Negro

nap, some eagerly watching the scenery below. Dozens of river arms engulfed islands, small and large, and cut through the immense green, forming a gigantic labyrinth of water, forest and savanna. The whole world now seemed to consist of jungle—an impenetrable "Green Hell" where to be lost would mean death. From above, the swampy vegetation appeared like a carpet of dense grass or fern, or like a fungus under a magnifying glass with evil creatures creeping and crawling beneath. Suppose our plane were forced down! It would crash through the green top and the majestic canopy would close again to hide the wreck forever in the silence of semi-darkness. Such must have been Redfern's fate when he tried to fly from New York to Rio almost fifteen years ago. Occasionally we spied a lonely hut on a clearing along the river banks, usually built on poles and elevated about eight feet from the ground as protection against the rising water. Indian fishermen, as we judged from the canoes drawn up on the beach. Otherwise, solitude, incredible loneliness—a vast world of greenery, devoid of human life.

A sign flashed on the cabin head: "Fasten your belts." We were going to land. Slight pressure in the ears, a banking turn, and soon we skimmed above the surface. Grey water swished across the cabin windows and the ship came to a gentle rest. Motors stopped; the strange silence was interrupted only by the soft slapping of waves against the hull. A small boat, rowed by two men and loaded with a huge drum, came alongside. One man, half-caste apparently, climbed on the hull and was met by our steward and mechanic who climbed out through the open hatch. Laboriously they connected the drum and the gas tank with a rubber hose, and the boy in the boat pumped fuel into our tanks. It was a long and tedious job for the hand pump did not take easily, and the fellow was bathed in perspiration. Another rowboat took mail and passengers on land. A few red tiled brick houses straggled on the elevated river bank whose muddy shoulders sloped down to the yellow-brown water. Flocks of golden-headed parakeets screamed and chattered unceasingly in a luxuriant mango tree. A dozen natives, half-breeds and Indians, the entire village population, stared at the strangers. A few hundred yards away the jungle began. It was a typical outpost of civilization.

We took off again, flying above the boundless wilderness and landing at similar villages to serve mail and exchange a passenger here and there. Most of the passengers were government officials or business men who traded necessary merchandise for raw materials from the interior. Before the advent of Pan American, the river boat trip from Belem to Manaus took more than a week; today it can be flown in a day.

Tired, I lay on a sofa and fell asleep. On awakening, I saw through the windows a long row of trees above instead of below and quickly found that we were flying just above the water, racing and skimming along a shore line formed by an almost solid wall of forest giants. Feathery bamboos in-

terspersed with wild bananas were interwoven with climbing, creeping foliage. Garlands of flowering vines formed a barrier against the slimy mud of the narrow beach on which caymans, like rotting snags, dozed in the warm sun. Monkeys and multi-colored birds flitted about the maze of air roots. Long rows of mangrove stuck in the water, on legs bare and twisted, like an army of long dead.

Santarem appeared to be a much larger place. Our boat was fastened to the pier and we walked up the stone-paved embankment. Hundreds of people stood in the hot midday sun along the water front, watching the biweekly event of the Clipper's arrival. The low houses formed a square around a small, luxuriant park. A sudden, heavy rain shower poured down almost drenching us, but a few minutes later the sun broke through triumphantly, conjuring ribbons of steam from the ground. A gaunt, ascetic-faced padre, recalling El Greco's paintings, spoke to me and we walked along the quay. He had come from my own home town and spent fifteen years as a missionary in the Amazon wilderness. We watched the salvage work farther out in the river where a crew of experts tried to hoist a sunken Clipper from the river bottom. The accident had happened on the same run a week before when, in taking off, the ship had hit a submerged log and sunk. It was almost a miracle that a barge had come alongside at the last moment and rescued passengers and crew, because the vast expanses of the river are usually empty of boats. Swimming in those waters might easily have meant death from the fierce piranhas.

ABOVE THE AMAZON

Soon we flew again above the mighty Amazon which now was flanked on the far left and right by long chains of hills and mountains. In the forests covering those slopes grows the precious wood from which oil of bois de rose is distilled. To get a true picture of this industry, I had come all the way from New York.

Late in the afternoon we approached our goal:



Rose wood is unloaded near the distillery in Manaus, Brazil

from afar we saw the glittering ribbon of the Amazon merging with the dark and somber Rio Negro and, at the junction of those two great rivers, we perceived the city of Manáos. Soon the plane tied up to the pier and we drove to our living quarters. The leading hotel had been closed by the health officials and, therefore, most of the passengers had to stay in a small boarding house. Lack of comfort made it none too romantic. I slept on a cot separated only by a low partition from what in polite language may be called "The Powder Room," the only one in the house and favored, it seemed, by a never-ending stream of visitors from all walks of life.

Manáos has seen better times, though. In her hey-days of black gold, more than thirty years ago, she used to be a boom town gilded with newly won wealth. Money and champagne flowed easily in cafés, night clubs, and on stern-wheel steamers equipped with grand pianos; and olive-skinned caballeros, fresh from the interior, spent their gains on Venus' more light-hearted disciples. Adventurers rode to enormous fortunes on rubber, of which Brazil had a monopoly in those days. Rubber prices soared to more than three dollars per pound and Manáos built gaudy mansions on malaria-infested clearings. The great, vast Amazon basin seemed an inexhaustible source of raw materials and natural wealth, its surface hardly tapped. It was not even necessary to invest much capital in actual development, such as large scale plantings, modern colonizing and scientific planning, because nature herself provided everything in abundance, and native labor was cheap. Native woodsmen would simply be sent in canoes up the tributaries to sap the trees—who cared about their hardships and suffering in the malaria-, mosquito- and insect-infested swamps?—and after a time, a few weeks or months later, the survivors would return from the jungle, their boats laden with rubber and other produce of the unexplored woods. White immigrants from Europe, adventurers and real pioneers, flocked to the Amazon basin, lured by the fabulous riches of a vast, unexploited land, and settled in the woods, hoping to develop the wilderness single-handed.

NATURE'S WAYS ARE REVENGEFUL

Nature's ways are sometimes slow but revengeful, and she punishes reckless exploitation. Ceylon, British and Dutch Malaya, Africa and Indo-China started to grow rubber trees on countless extensive plantations, applying modern methods of agriculture. These plantings, worked by large crews of industrious coolies and managed by efficient engineers, gave a much higher yield per tree. Manáos, continuing to exploit only wild rubber trees which grow scattered throughout the jungles, was unable to hold the world's rubber monopoly very long. Because of too much production in Malaya, rubber prices tumbled to a fraction after the last World War, and the Amazon basin sank from the position of the world's largest producer to practically nil. Of the world's total rubber production of 94,000 tons in 1910, Brazil shared with 83,000 tons. The

world's total production before 1939 was about 1,140,000 tons, but Brazil's share was less than two per cent. The crash was terrific. Manáos' splendor declined. Gone are the gay, frivolous days when gold coins rolled across the bars. The old trolley tracks lead into the jungle and end abruptly before the encroaching greenery. Moss grows upon the walls of the opera house. Weeds sprout between the heavy stone slabs of the square, and an air of enchanted sleep hovers over the broad avenues.

And the lone white settlers in the wilds still struggle against overwhelming odds, against diseases and insects. Weakened in body and soul, they have difficulty in stemming the overpowering, ever-encroaching jungle. Although a colonist might be able to cut a clearing with his own hands, armed with simple tools, the weeds invade it again the following year. No man is able to fight the jungle singlehanded. In those regions nature is stronger than the white man who was probably never destined to live and survive in such climate. I met a native of Austria, who, in 1924, had settled in a place two days' distant by motor launch from Manáos. An olive-skinned, shrivelled man, he was aged beyond his years. In endless toil he had tried to develop his small planting but had not yet succeeded in raising a worth-while crop. It had always been a matter of keeping body and soul together.

White or half-breed labor is scarce in the Amazon basin. Few are willing to penetrate the jungles, risking life and health for small gain in order to gather the produce of the woods. No wonder the exporters in Manáos complain about the scarcity of native products. The Indians, once scared into the inaccessible sections along the tributaries of the Amazon, are beginning to come down the river again, pushing forward into their old hunting and fishing grounds which the white man no longer seems able to hold.

And yet, this is not the end in the history of the Amazon basin; it is perhaps only the closing of the chapter entitled "Early Errors of Colonization." The immense potential wealth of Amazonas and Pará is at the disposal of man provided he learns how to gather it. Our present political situation may by necessity help to solve the gigantic problem. Should America be cut off from the raw material supplies of Africa and tropical Asia, Brazil will have a unique opportunity to fill the gap by fostering the development of the Amazon basin. The task will have to be accomplished not by "hit or miss" enterprises of individuals, not by sacrificing human life, thrown carelessly like seed into the jungle. The problem requires careful group planning and long-range financing, the selecting and training of settlers who will be accompanied by expert agriculturists, engineers, doctors, nurses and teachers. They will need the best tools, machines, tractors, most of all sanitary homes and recreation. Only by such means will man be able to utilize the boundless wealth and colonize the vast empty spaces along the great Amazon.

(To be continued in the June issue)

UNCLE SAM STARTS PLANTING SEEDS

U. S. Senate appropriates fund to start growing aromatic plants and flowers for essential oils . . . What is being done, who is doing it and what is planned

by ARNOLD KRUCKMAN, *Washington Correspondent*

WASHINGTON, D. C.—The Committee on Appropriations of the U. S. Senate is so vitally interested in the development of aromatic plants and other plants whose products are used in the cosmetic and allied industries that, on its own initiative, it proposed an increase in an appropriation requested by Dr. E. C. Auchter, chief, Bureau of Plant Industry. The Senate committee took the step despite the fact that the House committee previously had deleted a small appropriation for the same purpose on the grounds that the scarcity created by the present war conditions would be past before the crops could be developed. Dr. Auchter had asked for \$5,000. When the deletion reached the Senate committee there was a vigorous protest from the chairman of the committee, Sen. Richard B. Russell, Georgia, in which Sen. Dennis Chavez, New Mexico, and Sen. Rufus C. Holman, Oregon, concurred. Senator Russell directed attention to Dr. Auchter's statement that his bureau received 30 letters a day from persons asking for information about aromatic plants, shrubs and trees. Dr. Auchter merely requested the modest appropriation in order to purchase seeds which the bureau planned to distribute among state agricultural stations. Senator Russell pointed out that the states are willing to furnish land, labor and other facilities, in order to determine where the plants may grow.

Senator Russell stressed the point that with 16,000,000 acres of cotton land idle, and wheat land subsidized by the government, it was urgently government business to provide funds to test the possibility of raising crops of aromatic plants. He intimated that the Senate committee would not look unfavorably upon a request for \$55,000 if the Bureau of Plant Industry could use the funds. Senator Chavez remarked that the growing of aromatic plants was an industry that was peculiar to the people of his state, New Mexico, and invited Dr. Auchter to give particular attention to the possibilities of encouraging the development among the Spanish-Americans of the Pacific Southwest. Senator Russell, after Dr. Auchter appeared reluctant to suggest an increase, voluntarily increased the requested appropriation to \$6,500. The sum is to be spent for the distribution of seed among the states during the next fiscal year, starting July, 1941.

This obvious interest and goodwill in the Senate has impelled other government agencies to plan the job on broader lines. In all likelihood in the near future Congress will be requested to provide, in one of its pending supplemental appropriations, approximately \$100,000 to enable the Bureau of Plant Industry to carry on some of its long delayed field experiments in Oregon, Texas, Florida, California, and elsewhere in the United States, and possibly in Puerto Rico. The work with the roses and lavender, which had been abandoned for lack of funds, will be resumed in Oregon and California and, possibly, Texas. There also would be more experiments with rose geranium in California and Florida, and with bergamot in California and Florida. It is hoped that some interesting experiments with vetiver in Louisiana and neighboring states may be done.

RECONSTRUCTION FINANCE CORP. INTERESTED

Meanwhile, in cooperation with the Bureau of Plant Industry, the Bureau of Foreign Agricultural Relations plans to use some of the prospective funds to expand the research and studies now in progress by its field men in Brazil, and elsewhere in Latin-America, in connection with the rubber enterprises. The men in the field are now working on aromatic plants and shrubs, cultivated and wild, with funds provided chiefly by the Rockefeller defense agency, and by the Reconstruction Finance Corp. However, this work is purely incidental. It is the object of the bureau to encourage the Latin-American interest by putting full-time men on the job, and to train promising persons among the Latin-Americans to carry on in their own countries.

MAY PRODUCE COCONUT OIL

Preliminary to these studies, the Bureau of Agricultural Foreign Relations recently made a survey of essential oils in Latin-America, and Joseph L. Apodaca, its senior agricultural economist, reported that Latin-America has untouched resources of vegetable oils for soaps and cosmetics, that can easily be used to replace the rapidly dwindling supply of oils from Asia and Africa. He mentioned as outstanding oils from Latin-America, babassu and cohume oil, palm oils and ben oil. He reports the

babassu and cohume oil trees grow wild, the babassu in Brazil, the cohume in Central America, and benzolive in Haiti. There is ample evidence that palm and coconut oil plantations can be developed extensively in tropical America and at low cost. The Apodaca report indicates there are numerous wild plants in Latin-America capable of producing essential and distilled oils with delicate fragrances. He stresses that most of them are non-competitive, that their number is extraordinary, and that many, particularly those in Brazil (the wild plants), produce a base perfume that could be substituted for the product of plants for which we now must depend upon Africa. Apparently Mr. Apodaca has arrived at the conclusion that there is an abundant reserve of substitute material for citronella. He says chia oil is produced in Mexico in substantial amounts.

CITRONELLA AND YLANG YLANG OILS

The report reveals that aromatic plants producing deficit essential oils already have been thoroughly tested and investigated in many parts of tropical America. There seems no doubt in the official mind that very fine quality and abundant quantities can be produced of lemongrass, citronella, ylang-ylang, and vetiver.

NEW SOAP OIL PRODUCED IN MEXICO

The Office of Foreign Agricultural Relations and the National Farm Chemurgic Council report that Mexico has an oil, called *coyol*, coming rapidly into commercial prominence for use in making soaps. It has been developed only recently to commercial stature by the invention of a machine which cracks the coyol nut. The nut is obtained from a species of palm. The new company handled about 150 tons of nuts the first four months of this year. It expects to process 11,000 tons by the end of 1941. This is expected to produce 500 tons coyol oil and 500 tons palm oil, as well as other products.

AREA FOR LAVENDER CULTIVATION

In an address recently made by Dr. Paul Kolachov, director of research for Joseph E. Seagram & Sons, at Louisville, Ky., he told the National Farm Chemurgic Council that it was possible to grow lavender of fine quality in economic quantities in Texas. He reported that in 1938 the U. S. had imported 100,000 pounds lavender oil and flowers worth \$250,000. He found the life of a lavender plantation to be about 15 years. It grows best near water, between 200 and 600 feet above sea level. It can be grown commercially in the states along the eastern sea coast, the gulf states and the states along the Mississippi river as far north as Illinois. It flourishes in dry, open, sunny locations, particularly on land that slopes south or southwest. It can be cultivated easily in almost any friable garden soil, preferably light, sandy or gravelly. Dr. Kolachov has found that it can be grown from seed, but it is usually propagated from cuttings. The bushes begin to yield in the second year and give normal production the third. A combine, adjusted

to 12 to 16 inches height, is used to harvest. The flowers contain 1/3 per cent essential oil. Twenty to forty pounds of oil is taken, and from 2,000 to 3,000 pounds of flowers collected from an acre. Dr. Kolachov, in the Seagram Research Laboratories, ran analyses of domestic flowers grown by the Verhalen Nursery Co. at Scottsville, Texas. The results were comparable to the standard English lavender from the Mitcham district, especially in fragrance. Twice as much essential oil was present in the domestic sample, the actual figures being 4.1 per cent to 2.1 per cent. The refractive index was identical at $n_D^{20} 20^\circ/20^\circ\text{C}$. Other physical and chemical data were comparable. Dr. Kolachov states that the results show the possibilities of obtaining a satisfactory lavender oil comparable to the imported.

Some of the finest oils of rose and lavender have been produced in the uplands of Ecuador and Guatemala, and it appears conclusive that economic production needs only organization and action.

JASMIN, TUBEROSE AND CASSIA

The word is that the West Indies, in the areas where some refugee colonies have been given haven, have amply demonstrated that they have the climate, the soil, and the labor resources to give generous yields of plants such as jasmine, tuberose, cassia, neroli and similar plants whose oils now are brought from the tropics of Africa, the East Indies, and other remote places. Mr. Apodaca reports that these plants can be raised abundantly in other parts of the Latin-American tropics with due regard to the economic factors for their commercial utility. It is not considered unlikely that these regions may produce aromatic plants yielding essential oils for the North American market at prices more attractive than those for the supplies from other parts of the world.

POSSIBLE FINANCING

There is reasonable certainty that when Congress puts the stamp of approval upon these explorations with a modest appropriation, and the work gets underway, it will not be long before the Reconstruction Finance Corp. creates a unit, properly financed (along the same lines it organized the Rubber Reserve Co.) to purchase the products of the Latin-American plantations and factories, for the use of United States industries requiring essential oils.

Congress has demonstrated its active and sympathetic interest. The several bureaus in the Department of Agriculture are ready to go ahead in a far larger way when they get the green light. The defense agencies regard the projects as important parts of the hemispheric unity work. Probably the chief thing lacking is a manifestation of active approving interest by the industries concerned. Members of Congress will welcome evidence of this interest from their friends in the industries, from their constituents, and from any one who is interested and feels prompted to express himself.

Hearings on Demonstrators

HEARINGS of the Federal Trade Commission complaints against cosmetic and perfume manufacturers and merchandisers, for violation of the Robinson-Patman Act, Clayton Act, and Federal Trade Commission Act, were continued during April in Philadelphia, Pa., and New York, N. Y. The government has finished taking testimony of its witnesses, except for isolated and fragmentary details. The testimony of witnesses on behalf of the corporations is expected to begin in June. The schedule will be announced about June 1.

The hearings in the cases of Coty, Inc., Richard Hudnut, Bourjois, Inc., and Elizabeth Arden, Inc., in Philadelphia, were held on April 7 and 8. Arthur A. Rovner, Mrs. Dorothy Lubner, and Ralph R. Epstein appeared as witnesses in all hearings, while Theodore T. Hastings, Gustav Samet and William H. Merner testified in the Hudnut complaints. The testimony followed the familiar pattern suggested in other hearings alleging use of demonstrators, varied price discounts, misrepresentations, and discrimination in special promotion favors to some dealers.

In New York, at the hearings on April 9 and 10, in the proceedings involving Elizabeth Arden, Inc., the government's witnesses were Arnold Minstrell and Hugh P. Beirne. Also in New York on April 10 the scheduled hearing of the complaint against Charles of the Ritz, Inc., was taken up by stipulations and discussions, and no witnesses were called. On April 11, the case of Coty, Inc., was scheduled in New York, but after legal discussions the attorneys agreed upon an indefinite recess without calling witnesses.

John L. Horner was trial examiner, and Frank Hier and Philip R. Layton were attorneys for the FTC in all hearings. Attorneys Percy A. May and L. S. Bernstein, appeared for Coty, Inc.; Danforth Geer, for Richard Hudnut; Mark Eisner for Bourjois, Inc., and for Charles of the Ritz, Inc.; and J. Howard Carter, of Townley-Updike and Carter, represented Elizabeth Arden, Inc.

The hearings were recorded by Ethel E. Fisher and Associates, FTC official reporters, Albee building, Washington, D. C.

Ten Soap Companies

TEN corporations involved in manufacture of soap were studied by the Federal Trade Commission in the survey of principal industries of the U. S., and the report just issued reveals the combined income, minus interest on long-term borrowings and income taxes, representing a rate of return of 22.1 per cent, or an average of 18.1 per cent on corporate net worth. They paid cash dividends of \$23,509,874—\$19,996,463, common, and \$3,513,411, preferred stock, or 8.2 per cent return on ledger value of the equity. Operations cost 61.2 per cent of the gross sales, raw materials absorbing 45 per cent; production, wages, salaries, 5.5 per cent; other expenses,

7.5 per cent; depreciation, etc., 1.4 per cent; finished goods for resale, 1.8 per cent. The gross margin on sales was reported 38.8 per cent. To sell the goods cost 6.8 per cent for selling; 12.3 per cent for advertising; 3 per cent for administration and general expenses; 5.1 per cent for taxes, not including income; 0.5 per cent for social security and pension funds; 0.2 for uncollectible accounts; and 0.1 per cent general. The net earnings from manufacturing and trading in soap is reported as 10.5 cents from every sales dollar. Consolidated net sales were \$458,567,504.

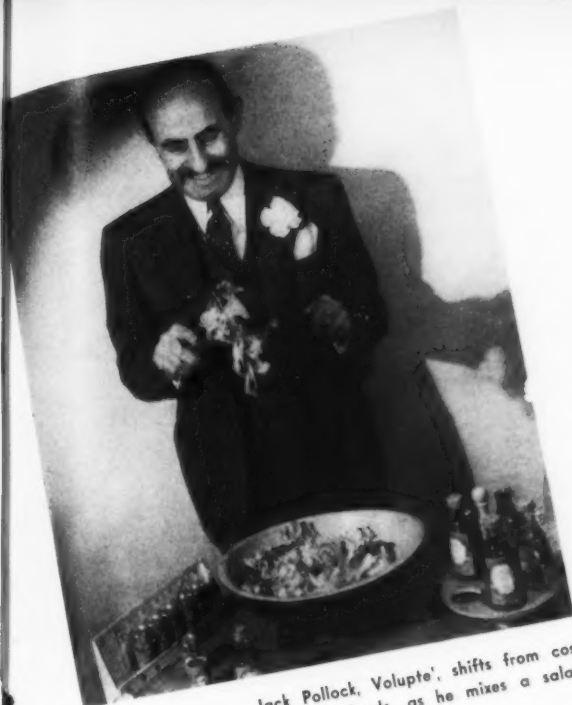
Important Wage-Hour Ruling

THE Wage-Hour Division of the Department of Labor announced it has been upheld in its ruling that wholesale distribution of goods which have crossed a state line is covered by the Fair Labor Standards Act, even though the goods do not thereafter leave the state where the wholesaler or distributor is located. The ruling was made by Judge Robert L. Russell, Federal Court, Northern District of Georgia, in the case of Alterman Brothers of Atlanta, wholesale grocers. The Wage-Hour Division estimates the ruling affects a million and a half workers in wholesale businesses, and that upwards of 500,000 must receive immediately the statutory minimum of 30 cents an hour, and must be paid overtime for work in excess of 42 hours a week. When ultimate ruling is made by the Supreme Court, if the judgment is approved as anticipated, many wholesalers will be obliged to settle with some of their employees for arrears in wages and for overtime work.

Heavily Taxed Industry

IN France, the cosmetic and perfume business has been one of the honored industries for generations. In this country, it is something to be taxed heavily on all occasions. All of the former excise taxes on luxuries, better known as the nuisance taxes, that formerly annoyed the consumer, have been lifted with the single exception of that on cosmetics, and this remains solely as a sop to the lunatic fringe who think that lipsticks are sinful and that only duds have their nails manicured and that all others should bite them.

In spite of tax burdens, this industry steadily marches on. America leads the world in the manufacture and exportation of cosmetics by an enormous margin. Just as American women are the best dressed in the world, so they stand first in the care of the person. It is a significant fact that in the two large nations of the world that imposed restrictions on the use of cosmetics neither country was able to enforce its program successfully. Women want to be beautiful. Men want to be well turned out. You just can't stifle these natural longings. For our part, all we propose to do is to guide them into channels of common sense, good taste and sound values.—*Northam Warren.*



Jack Pollock, *Volupté*, shifts from cosmetics to foods, as he mixes a salad

THE GOSSIPING SIDE OF THE NEWS

Prepare now for January 1 . . . Substitute materials being forced by defense priorities . . . How package designs are affected . . . What perfumers are doing

by RAYMOND W. LYMAN

TO what extent will defense priorities affect the cosmetic industry? The answers run the gamut of yes, no and maybe. One thing is certain, however, no longer can you pick up the telephone and have the order beat you to the warehouse. Waiting is hard on the nerves and the consumption of soda mint tablets is on the increase in the trade.

Much of the confusion at first glance seems to be unnecessary. But when you track down the reason for the lack of an item you'd think plentiful, you discover a plant working overtime turning out something for the defense program. Every commodity is affected. So the cosmetic manufacturers have to substitute—or wait until deliveries can be made. Sometimes the substitutes, as in the case of plastics, have such unexpectedly heavy demands made on them that they in their turn are slow in delivery. Planning as far ahead as possible is the new order of the day in the cosmetic industry.

L. E. Lisner of *Parfumerie Rimmel* has found the only change he's had to make so far is finishing the firm's lipstick cartridge with one coat of enamel instead of two coatings of brass. The new design is a charming one; small black stars relate the item to the little gold-like stars on the top of the company's plastic eyeshadow containers.

Chase Brass & Copper Co. is trying to substitute copper for brass wherever possible in the cosmetic industry's needs. By careful planning it hopes to take care of its regular customers but is urging everyone to plan ahead. Deliveries take about ten weeks; a month or so may see the time lengthened another four weeks.

HOW PACKAGE DESIGN WILL BE AFFECTED

J. Reiner of *Dorothy Gray* has been laying in his supplies. Occasionally, however, as in a recent case with zinc oxide, an unexpected shortage will

develop in a material which normally was deliverable in any quantity at a moment's notice. First, 5 per cent less was made from the raw material; next, everyone was notified that only one quarter of the contract was going to be available during May, June, July. The price in the open market is more than twice as much as that of the usual contract material. All the large houses, however, are buying two years ahead and taking delivery as soon as possible in any item where a shortage is anticipated. Mr. Reiner believes copper is going to be more important in design since the brass companies are requesting that copper be used wherever possible. Metal companies also are wishfully eyeing compact mirrors in the hope that the mirror can be fitted directly into the frame, thus saving the strip of metal which usually surrounds the glass.

"What about plastics," I queried Mr. Reiner, catching sight of a transparent rouge box. "Plastics are fine," he replied, "if you already have your mould and are satisfied with it." There's a shortage, however, in die-makers for the plastic moulds and the plants are running at capacity, anyway. So allow four months for the mould. This is given a number and if by any chance you want a change made, your mould is returned to the end of the line and you have to work up slowly again to your original position. That will take another four months. So plastics aren't a ready solution if you think you'll just dash off a container to replace a brass one.

Executives of *Corning Glass Works* laughed when asked if they foresaw any shortages. Fortunately, there is plenty of sand, they answered. But what about the moulds? That was different. Cast-iron moulds produce the run-of-the-mill bottle which has to be buffed or it has no shine. A steel mould bottle, on the other hand, looks like cut-glass. The plant is tooled sufficiently until the end of June; orders have been placed for requirements after that. Fingers are crossed on deliveries.

At the *Aluminum Co. of America* it was stated that fortunately little aluminum is used in the cosmetic industry. What little there is has a priority rating of B-8 which is pretty far from A-1. The



Jacqueline Cochran combines cosmetics and aviation

situation is easing, however, and regular users can expect to be supplied.

Herb Farm Shop is knocking on wood because none of its English shipments have been lost so far. Gift sets will be featured during May, both in the toiletries and in the herbs. The fresh smell of the sweet-scented stock certainly makes you cry "Bravo" to the determined "business-as-usual" spirit of the British. Old-fashioned herb fragrances seem more sentimental anyway than a sweeter flower odor.

GETTING READY FOR 1942

General Electric Plastics reports that mid-summer will see its swivel lipstick in every color as well as transparent. When will a plastic container for creams be available? That is, of the porous materials, of course, and cheap ones. The answer to that is complicated. The chemical problem isn't licked yet. A lining, say of glass, makes it too expensive for an inexpensive item. Spraying with glass or some chemical as they do cans may be the ultimate answer here; who knows?

What about deliveries? Executives at *General Electric Plastics* hope no one will expect to bring out a new item at once but prepare now for January first, say. Even in normal times it's best to allow nine months for the complete working out of something new.

They recommend that manufacturers use the following for the different price ranges: A phenol material of the thermo setting type for a 10-cent lipstick; the same mould can be used with a plastic color and a 35-cent material.

How about their moulds? They use a special grade of Swedish steel for the moulds. There is no labor trouble: boys are taken from the trade schools and put to work under trained men with four years or more experience. Eighty per cent of the men have been with them 10 and 15 years. A far-sighted training policy has been in operation since 1935.

Elizabeth Arden is offering its swivel lipsticks in lucite, transparent and colored. Current merchandise tie-ups with Bonwit Teller and associated stores feature Blue Grass in prints for housecoats, pajamas, dresses, handkerchiefs, etc.

Norton Laboratories note the trend to plastics as substitute for paper boxes. They believe new forms for plastics are emerging as artists work with the materials and predict revolutionary approaches will be worked out as artists get away from approaching the plastics in terms of what they previously have done in metal or glass. Each new product has to develop its own form, they point out. Why use the same technique for iron as for stone, for plastic as for glass?

Monty MacLevy of *Slendro Preparations, Inc.*, wonders why the girl who makes marriage a career likes to reduce between the ages of 18 and 22, then coasts along as she is until she's been married about ten years at which time she again gets a reducing urge. Career women, on the other hand, keep their figures in hand at all ages.

Dr. E. G. McDonough, of the *Ralph L. Evans Associates*, says that like other laboratories they've tried to be forehanded and work out preparations which would not need substitutes when the defense problems arose. Each man specializes in a subject, such as hair dye or lipstick, and stays with it. Tangents are discouraged since they believe a laboratory must confine itself to the question in hand and not go shooting off into sidelines, no matter how enticing they may be to the researcher.

ESSENTIAL OIL RUMORS

Among the rumors in the essential oil field are: Essential oils from France have been shipped in quantity to South America for re-export; French oils have been landed in quantity in Cuba; much French oil is held at Bermuda by the British, waiting for the end of the war; oil is plentiful in France and the houses are coining money; there is practically no jasmine oil in Grasse — there's been no harvest for two years; no lavender comes down from the hills a hundred miles away; there's no petrol to extract the oil from the flower, no coal to run the plants. The above is the summary of one day's reporting. Take your choice!

Dupont sees no shortage of moulding powders, excepting one type of lucite powder which has been withdrawn for defense purposes. A substitute of a cellulose acetate is being suggested, of which no shortage is foreseen. As far as the lucite powder is concerned, they still are able to take care of the established concerns. They see no immediate price rises in sight but would be delighted to return to a peacetime basis where research can go forward and gunpowder doesn't have to be the primary consideration. They'd like to be able to take plastics ahead at a much faster pace as they feel the baby is about to get out of its swaddling clothes and walk.

J. S. Wiedhopf of *Parfums Ciro, Inc.*, says that Mrs. C. E. Berlin, widow of the former Paris head, has just arrived in this country. She noted a large business in France on the part of the perfumers. Their principal difficulty is in getting bottles.

The Lucite Products Co. has placed its year's requirements for delivery in the first six months. The cast lucite which it formerly used has been with-

drawn for war use in airplanes—bullet-proof windshields, etc. The moulded sheets have taken the place of the harder material. Prices can be guaranteed for only 90 days although the firm's executives are trying to look as far ahead as possible in the attempt to stabilize.

Jacqueline Cochran Cosmetics believes it has been forehanded in the use of smart plastic containers made from resins not affected by priorities.

AMERICAN TALC COMING FORWARD

Many experiments are going forward to test California, Connecticut and Vermont talc to replace Manchurian or Indian talc which in turn replaced the Italian talc. Substitutes have been found for aluminum foil if necessary to replace it in a hurry. Perfume businesses in France either must be operated by the owners or the Germans will take over and operate the businesses themselves—a straw to show business connections must be preserved by the United States during the next few years or we'll discover that our different export trades are all sewed up—business as usual in non-defense industries is the far-sighted British and German policy. Hair-splitting by the Food and Drug Administration: you can say a cream "induces perspiration" but you can't call it a sweat cream. Reminds one of the old gag about only horses sweating, doesn't it? The refugee manufacturers are creating problems by packaging very little in huge boxes. Again, why doesn't the trade get together and appoint a Judge Landis to help police the industry? An efficient man with some authority could clean out some of the fly-by-night competitors making junk in lofts which won't hold up by any specifications of merit and when marketed only harm a great industry. By the time the authorities get after them, they've folded and disappeared with the profits.

REPACKAGING PROBLEMS

Jack Pollock of *Volupté* summarized a great deal of the current feeling when he said the priorities would affect practically all staples and all contribut-

ing materials which go into a product. He sees uncertainties of delivery and of price in cotton, felt, paper boxes, in short, in every product with which he has to deal. Where it's not a question of price, it's a question of obtaining the material itself. His regular channels of manufactured cotton, for example, are swamped with government contracts.

In the question of plastics, he believes that no matter how many substitutes are developed, metal will still be king. We have yet to learn how to handle a plastic surface so it won't lose its sheen if cut into. Its durability is in question if handled roughly; like silk versus nylon, a plastic lacks an appeal which metal possesses. Not that he hasn't developed some interesting things with the artists working in plastics but he feels that the solution hasn't yet been reached. He may try making containers in wood or stone, for experiments always produce something interesting and the experiment itself may lead to a solution of the plastic treatment.

Conferences are at white heat all over town as the repackaging sessions convene between artists, designers and business heads. The battle of the plastics versus glass, glass versus paper is on. As usual after the explosions have died away all types of products will be used effectively.

STORFER SURVEYS COSMETIC TRENDS

Benson Storfer, president of *Parfums Corday*, has just returned from a South American and West Indies trip. He reports the same predicament there, as here, in packaged goods of imported perfumes. He also notes much interest in the experiments of flower growing, for future essential oil extraction, which are being attempted in California and the West Indies as well as in South America. He believes, however, that it will take several years to evaluate the worth of these various experiments and they will take a lot more money than some of the groups have estimated.

Having seen during the past few weeks so many tremendous values offered by the various cosmetic houses that one wondered when they'd stop, I asked Mr. Storfer what he thought about the trend. "I believe it's going to be completely reversed," was his answer. "Those houses which have been engaged in such competitive offers aren't even going to have to wait until they see their balance sheets to stop the practice. The shortages of raw materials and rising costs will stop them."

A December prediction of Mr. Storfer's that a cartel was being planned in Paris, by the German authorities for control of the French essential oil industry, has been confirmed further in his opinion by observers recently arrived from France. It also looks as though the biggest part of the essential oil supply is being sold out, not only for this year but for next year as well because of the inability of French producers to ship to this country. Perfume business seems to be booming in occupied France, as the Germans, having been starved for perfume the past few years, are buying packaged goods heavily. Mr. Storfer thinks now that if the German authorities in Paris are successful in obtaining all



M. MacLevy, *Slendra Preparations*, at his desk

the essential oils they need, the next move would be to attempt to control the perfume industry of the world.

(Mr. Storfer feels that reporter Stillwell was erroneous in his condensation of Mr. Storfer's views on premiums, as published in the January issue.)

Why Ivory Soap Advertises

IN 1880 a housewife paid five cents for a bar of Ivory soap, the same price she pays today. During that interval, however, raw materials that go into soap making have doubled in price; wages that were eight to ten cents an hour are now 30 cents to \$1 an hour; there were no federal taxes in 1880 and today these levies are about equivalent to factory wages.

"It does not seem possible that expenses such as I have mentioned could be absorbed if we had not advertised Ivory soap almost continuously since 1882. The pressure to make good on our advertising claims built up our rigid manufacturing standards, stimulated research and development all along the line and Ivory set the pace for the entire soap industry. I feel that the development was made possible only because an advertised brand was leading the way and because there was a legitimate profit for achievement. These two facts acted as a continual spur. Just as fast as one improvement was made, the industry would be on your heels, then it was your turn and you had to keep ahead of the procession if you wanted to live with an advertised brand that was profitable.

"Don't forget that approximately one-half of the soap produced in this country is still sold as a non-advertised brand, in the strict meaning of the phrase, but the leaders have always been advertised. There is no doubt in my mind that without a pacesetter like Ivory soap, neither the inclination nor the money would have been available for the development of the soap industry and I could cite you many other industries like ours."—R. R. Deupree.

Cutting Wage-Hour Expenses

THREE drastic developments make it imperative to take every available step to save money by cutting wage-hour expenses down to the very bone:

1. Overtime now begins at 40—Since you must pay time-and-a-half for all working hours above 40, you now face more overtime payments—more often!

2. National defense pressure—With billions of dollars in national defense expenditures stepping up business activity all along the line, virtually every organization will find overtime a major source of costly problems.

3. Wage-hour law just upheld—The Supreme Court recently OK'd the wage-hour law, so all requirements now must be followed carefully and correctly.

However, you can save money on your wage-hour costs—you can prevent your overtime from becoming excessive—you can comply safely and avoid

trouble by taking immediately such practical, easily-adopted steps as the following:

Make use of approved methods for avoiding cash overtime payments. Be sure to calculate overtime correctly and keep proper records. Recheck your personnel set up to obtain exemption for all eligibles. Take every precaution to meet all requirements as now interpreted.—Prentice-Hall, Inc.

Impulse Buying

by J. C. McGRATH*

SURVEYS have shown that as high as 57 per cent of the total volume of sales in variety stores is the result of impulse buying. Because she saw the merchandise, Mrs. Shopper spends more than twice as much money as she planned to spend before she entered the store. With visual appeal so tremendously important, the manufacturer, the buyer, the company display manager, and the store manager must do everything possible to attract the eye to their merchandise.

A recent trend has been to "open-up" the appearance of the store by having fewer shelves or other super structure fixtures above the counters. The number of large size sign cards was reduced at the same time. The trend itself is based on the belief that the merchandise stands out more strongly and thus helps to sell itself. It is obvious that any trend that concentrates more attention on merchandise makes package design still more important as a sales factor.

On a variety store counter, your package is fighting with the packages of many nearby items for attention. If it is not distinctive in color, design, or shape, your package blends into the background and fails to catch the roving eye of Mrs. Shopper. There are still so many packages of this type that the well designed carton stands out like an air-lane beacon. Remember that more than half of your prospective buyers are not intentionally looking for your item. They must be made aware of its existence.

With the heavier traffic and low average sales, it is not possible for the average variety store salesgirl to spend much time telling the customer about the merchandise. The printing of the important features or uses of the item on labels and packages can help overcome this handicap.

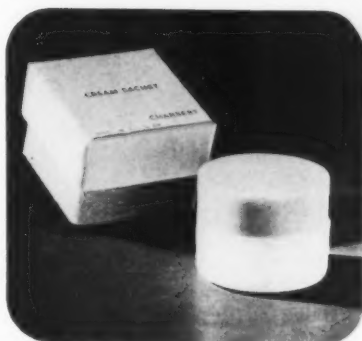
Non-Disclosure of Facts

COURTS have required the disclosure of material facts in numerous cases where failure to disclose them was found to have the tendency, capacity or effect of misleading the consumer. Accordingly, the requirement of the Federal Trade Commission that facts be disclosed whenever failure to reveal them would be likely to deceive consumers is not a mere regulation as many think but is a requirement of law. Much needless controversy may be avoided if this is borne in mind.

* W. T. Grant Co., New York, N. Y.

New TOILET GOODS Review

Cream Sachet: One of the recent items introduced by Parfums Charbert is Cream Sachet, a skin perfume in cream form. It is said to be greaseless, stainless and water-soluble. There is no spilling or evaporation with this type of product. It comes in a choice of fragrances: gardenia, amber or violet. Cream Sachet is packaged in tiny pink-capped jars which are boxed in pink and blue.



CREAM SACHET

Tressglo: From a Connecticut garden comes a herb hair rinse to bring a soft texture and sheen to tired-looking hair. It is called Tressglo and is offered by the House of Herbs. Tressglo is a mixture of nine herbs, which is tied into organdy bags, each sufficient for one rinse. A bagful is dropped into boiling water and the brew is poured over the hair as a final rinse. Use of Tressglo is said to make the hair easier to manage and graying hair appears less obvious although the product, containing no coal-tar or synthetic

coloring, does not dye the hair. Three of the organdy bags filled with Tressglo are packed in a box.

Sleek: In response to the need for effective but pleasantly scented depilatories, Elizabeth Arden has introduced Sleek. It is a white cream which is spread on the skin with the little wooden spatula included in the package. Users of Sleek are warned not to use a deodorant for



GIFT SET

at least 24 hours after an application of the depilatory. Because it comes in tubes, Sleek is a convenient item for traveling. Two sizes of the pink tubes are available.

Liquid Chin Strap: For throats and chins which need a "lift," Delettrez has launched Liquid Chin Strap, a translucent, non-sticky, stainless product which gives a tightening effect when stroked on the skin. It becomes invisible upon application and doesn't have to be removed before powdering. It may be used as frequently as desired. Liquid Chin Strap comes in two sizes of jars, one of two ounces and the other, four and one-half ounces.

Gift Set: A new hostess gift combination at Mem, Inc., includes soap, cologne, mouth wash, bath essence and hand lotion, all fitted into a white wire tray. The soap comes in thin round wafers and the liquids are presented in clear bottles with wooden tops.



TRESSGLO

desiderata

Comment on interesting new chemical developments and their application in the creation and manufacture of toilet preparations

by MAISON DENAVARRE



Your Future and Make-up—Make-up can create an illusion that may enhance the appearance. It is so definitely a cosmetic that more attention should be given it. If one compares the make-up of today with that of say 10 years ago, there is found to be little difference. Yes, lipstick now is liquid but it is not doing the job that lipstick is supposed to do. Starch and orris no longer are face powder ingredients. Cake rouge is much the same as it has been. So is mascara—except that some are producing a softer product that is sold in tubes. The only major change—if it can be considered new—is the increase in the number of makers and users of powder cream. With powder cream there can be obtained a make-up effect that is really beautiful to behold.

Typical of the present "war era," there is going to be an increased consumption of make-up. The era also should produce greater interest in research on this problem. It is a profitable investment.

Pulverizing Face Powder—There is no question but that pulverizing of face powder results in a difference in color and texture. It may even produce a difference in feel. At the moment it is most important to make necessary adjustments in color lakes used in the formula. If the powder is pulverized usually it will take more color lake to produce the same tint. Incidentally, if it is speed in which

you are interested, try pulverizing. It requires only a rough pre-mix: then pass the powder through the pulverizer. It certainly goes through rapidly, like water through a tin horn.

Testing Talc—In a series of comparisons of eleven talcs, it was most interesting to find that the variation in some tests was a hundred-fold, and in others practically none at all. The series included talc from the Orient, France, Italy and the eastern and western parts of the United States. Inspiring was the finding that American talc not only was comparable to imported talc, but in some ways it was superior. Yes, Mr. Face Powder Maker, there is plenty of good American talc to keep you supplied, regardless of your needs.

"Non-Allergic" Soap Substitute—As a result of long studies including clinical testing, it has been found that many skins are sensitive to soap—even super-fatted soap. It is all tied up with hydrolysis, but suffice it to say that one company has overcome the problem and now is offering for sale a compound of the "wetting agent" type that is especially effective as a soap substitute for washing hands and face.

Face Powder and Chalk—It is a wise move to experiment with precipitated chalk as a major face powder ingredient, just in case. Precipitated chalk has many properties that

are desirable. It possesses some covering power, fineness of particle size, desirable texture, excellent absorbency, high purity, uniform whiteness and bloom. Bloom is opposite to shine, sort of a super-matt effect which is so much desired in face powder. European formulations have included as much as 75 per cent chalk . . . the texture wasn't bad either. And remember, there is plenty of chalk in all degrees of fineness and density—all carefully controlled.

Incompatibility—The incompatibility of many cosmetic ingredients with copper has been mentioned in this column a number of times. It is needless to go over them all. But do this: If you contemplate using any copper fittings or equipment in processing your products, test the product in advance by placing a strip of copper in a bottle or jar of it, expose as long as required and then observe the product for discoloration or precipitation or both. Let it stand a few weeks, too. If no change takes place after such testing, copper is O.K. in your processing.

Antiseptic Shampoos—Recent tests, published in detail, tend to show the superiority of one type of wetting agent over another, as antiseptics. This immediately brings up the possibilities of such an ingredient in shampoo and the numerous benefits that may result from the use of a shampoo made from such a wetting agent. Many, of course, know that one of the very useful antiseptics used in surgical practice is a quaternary ammonium compound of high antiseptic value. It is also a "wetting agent," producing a nice lather. Look for new things for cosmetics in chemical discoveries.

Rolling Lotion—On a number of occasions I have seen office girls use a hand lotion that rolls off with all

the dirt, leaving the skin feeling nice and soft. But this kind of lotion is a *lulu* to make. In fact, most people don't know how to make it correctly. Imagine my surprise when I found out that it has been available in any quantity from one supplier, for a number of years. The price is so low you cannot afford to make the lotion yourself. It has a beautiful pearly sheen and a desirable viscosity. Such a *rolling lotion* has many possibilities in the hands of ingenious cosmetic technicians. Get some.

Cold Permanent Wave—There is a lot more to the incident resulting from a "cold permanent wave" than some may think. A skunk does not smell like a rose petal. What has been said earlier about the means of producing a wave in the human hair still goes. Definite changes must take place in the hair and can do so *permanently* only under certain conditions. Add to this the great variable in operators performing the operation, and you have something to think about. Yes, the "prof" in qualitative chemical analyses classes had a good reason for being out of the laboratory a great deal. Besides, he had a wife and family. Don't overlook that clause in the Food, Drug and Cosmetic Act about *poisonous or deleterious substances*.

Effect of pH on Antiseptics

THE bactericidal activity of chlorazene, gentian violet, listerine, lysol, malachite green, mandelic acid, pepsodent antiseptic, and potassium permanganate is definitely increased with an increase in the acidity of the solution. Values for pH below 3 were not used because such solutions are bactericidal in themselves, due to their high acidity, and no suitable comparisons can be obtained. Amphyl seems to show a maximum effectiveness at a pH of about 7. Sodium nitrite failed to show bactericidal action under the conditions of the test. Sulphonmerthiolate is most effective in alkaline media.

The effect of pH on bactericidal action is independent of the molecular structure of the antiseptic.—*W. A. Bittenbender, Ed. F. Degering, P. A. Tetrault, C. F. Feasley and B. H. Gwynn, Ind. Eng. Chemistry, 1940, 32, p. 996.—Through Manufacturing Chemist.*

QUESTIONS & ANSWERS

344. Permanent Waving

Q: Please advise how I can make the emulsified type of permanent wave solution. I have been experimenting unsuccessfully for several weeks now, and would appreciate minute instructions for the manufacture of such a lotion. S. S., Pa.

A: There are several suppliers of compounded oils for use in the manufacture of permanent waving solutions of the emulsified type. The names of these go to you under separate cover. The major difficulty in producing the emulsified type of permanent waving solution is overcoming the salting effect of the electrolytes present. Occasionally, a stable wetting agent may be used successfully. You need not feel too badly about being unable to produce this emulsified type of permanent waving solution, for you are not alone in this difficulty. Even the largest manufacturers have problems.

345. Propylene Glycol Use

Q: Please make suggestions regarding the flavor of propylene glycol for use by mouth. The sweet burning taste of the compound is disagreeable. P. D., Ohio.

A: The F. D. A. does not look very fondly on the use of any glycols or derivatives in or on the human body. You are fully responsible for both any vehicle used in oral preparations and for their effect on the human body. Realizing your liability and responsibility, please be advised that the undesirable sensation noticed from the use of propylene glycol is similar to that noticed in alcohol. The high concentration of the substance together with its dehydrating effect produces the undesirable sensation. This sensation can be overcome in part by dilution. In some cases, flavoring such as with

strawberry or raspberry type flavors may help to overcome the undesirable effect. We again caution you regarding the use of any glycols or derivatives in or on the human body without adequate testing for proof of safety.

346. Making Cake of Powder

Q: I want to make my powder into a cake that can be readily used with a sponge. I am at a loss to know how this can be done, and you no doubt may be in a position to give me a formula. S. C., Miss.

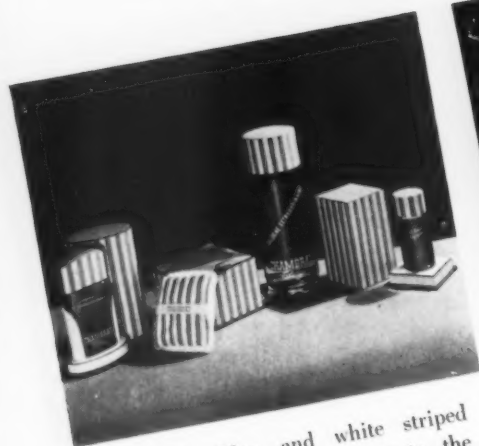
A: Before we proceed with any suggestions, keep in mind that you may be running into a patent situation, which may preclude any attempts to develop such a product. We have nothing specific in this regard except to tell you that you might try to make a paste with soap, a wetting agent and your face powder and enough water to make the mixture workable. This can be placed in molds and allowed to dry. The molded material then is packaged and ready for sale. We have no way of telling whether our suggestion would infringe on any patent, and suggest you check this point to be certain.

347. Wetting Agents

Q: We have experimented with a number of wetting agents for shampoos but find them too effective, and they interfere with permanent waving. Can we add any superfatting agents to such a shampoo? T. B., Ida.

A: Certain wetting agents in concentrations from 10 to 25 per cent are capable of dissolving from 1/2 per cent upward of fatty substances, such as lauryl, myristyl, oleyl or stearyl alcohols, lecithin or even mineral oil. Such added fatty matter reduces the chill point of most shampoos and in certain cases will reduce the foaming properties too.

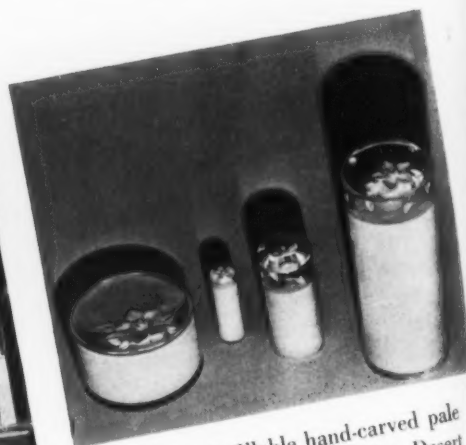
Packaging



FABERGE: Blue and white striped chambray inspired and decorate the packages for the new line of that name.



CHARLES OF THE RITZ: Raspberry Ice cologne, bath items are packaged in replicas of soda fountain containers.



SHULTON: Refillable hand-carved pale pink plastic cylinders hold the Desert Flower toiletries which include make-up

COUTURIERS PERFUMES: Shantung perfume and cologne, labeled with a square of that fabric, are introduced.



PARFUMS CHARBERT: Blue or red checked gingham decorates the drum-bottle and box for Expressly Yours.



MEM: Soap and two sizes of cologne are offered in the Florentine packages whose finish is made by secret process.





KATHLEEN MARY QUINLAN: New items have been added and the shade of blue altered for the Forget-Me-Not line.



SEVENTEEN: North Woods Pine Spray, with atomizer, and pine cone sachet bring outdoor fragrance indoors.



PARFUMERIE DE RAYMOND: Valli Lily X cologne arrives in a gay green, pink and white box. Label, cap are pink.



GARRY PRODUCTS: Beach Peach, Hula Honey and Naughty but Nice are the three torso sachets now offered by this house.



DOROTHY GRAY: Deluxe, a make-up ensemble box in blue and pink, is available in a choice of four harmonized make-ups.



LUXOR: A miniature flacon of perfume with atomizer comes in a restyled version. Package is by W. C. Ritchie & Co.



YARDLEY & CO.: Pre-View Beauty Box has introductory sizes of cleansing cream, toning lotion and face powder.



EDITORIALS

COMPROMISE FORMULAS

WITH the growing scarcity of natural floral products and other imported raw materials, the perfumer is called upon more and more not only to exercise his skill in the creation of new and distinctive odors but also to preserve the character of many well known odors without using the required amount of natural floral products or other imported materials. Many formulas must be revised; for it is impractical if not impossible to continue to compound them with the same amounts of imported materials. In such a situation the perfumer truly demonstrates his art by means of what may be called compromise formulas,—formulas in which, for instance, a floral note must be built up with only a fraction of the required amount of natural floral oil fortified by materials which are available. To do this well is extremely difficult. It is a challenge to the ingenuity and ability of the perfumer. In numerous instances, however, this challenge is being met with remarkable success.

SCIENCE APPLIED TO AGRICULTURE

ANY nation dependent on others for the bulk of its food supply or for basic raw materials to maintain its economic life is in a more or less vulnerable position at all times and in times of emergency may be in a very precarious position. In the light of this, the work of the Farm Chemurgic Council at its annual conference this year transcended in importance any hitherto held, for means of freeing the United States from dependence on imports of numerous materials were given primary consideration. One example of the work of the Council may be cited. In a search for means of utilizing waste products, attention was given to the ugly pine stump. From it, it has been found possible to extract core binders, new type rosin esters, hydrogenated rosins, alcohols and vinsol rosin. The latter is not affected by water, sunlight or oxygen and is insoluble in many organic solvents. Properly mixed with cement it makes a highway extremely resistant to deterioration from freezing and thawing and to attack from ice removing chemicals. Such results are indicative of what may be expected

when the Council directs its attention more fully to the growing of flowers and plants from which needed essential oils and raw materials for the cosmetic, soap and flavor industries may be obtained.

HOW VALUABLE ARE QUESTIONNAIRES?

THE VALUE of sending out questionnaires by mail and drawing conclusions from the relatively few answers received is being seriously questioned. As a result of a carefully checked personal analysis, one of the foremost research organizations which has been employing this method for obtaining needed statistical data for business houses has abandoned it. What had been revealed by such questionnaires was in many instances completely offset by data supplied by those who did not answer them. The percentage of probable error was found to be too great to make the data obtained by the mail method a reliable index of needed facts.

Beyond that it was found that the answers given were influenced by the vagaries of human honesty and human intelligence. True, personal interviews are also subject to these limitations. An investigator can get only as good an interview as his subject is willing and able to give. The facts revealed can only be as valid as the interviews on which they are based. If they are bad they cannot be made good by adding them up and dressing them in an attractive tabulated report.

So far the most accurate method developed for obtaining facts needed in business is by means of personal interviews conducted by trained, responsible investigators who take their work seriously so that they can enlist the respect and cooperation of most of the people they interview. Such investigators, like trained trial jurists, rate the worth and validity of the answers given by each person interviewed; and the ratings influence the final report. The growing practice of enlisting salesmen, demonstrators and others on the firing line in the work of obtaining needed data is, when properly directed and reasonably weighted, likely to reveal far more of dollars and cents value than the most elaborate survey by the conventional questionnaire method. Other results may be unreliable.

THE AMERICAN PERFUMER

Flavors

INDUSTRY SECTION



A section designed to chronicle the activi-

ties and to epitomize the spirit of energy,

the new viewpoint and the desire of the

flavor products industry to be in the fore-

front as ways improve and methods change



Powdered flavors may be used in the making of cake powders

HOW TO MAKE POWDERED FLAVORS —ADVANTAGES

by F. V. WELLS, F.C.S.

LIQUID essences have a tremendously wide field of application but are not, nevertheless, the most suitable form of flavor to use in every kind of material. Thus for the flavoring of lemonade powders and crystals, table jelly crystals, custard and junket powders, pudding and blanc-mange powders, ice cream powders, saline "fruit salts," cake and sponge mixtures, and a variety of other powdered preparations too numerous to mention, the ideal flavor material is obviously an essence which itself is in the form of a powder.

Much investigation has been undertaken in order to evolve satisfactory powdered flavors, for the granulation of essences in powder form is a highly specialized department of the flavor industry. It is not sufficient merely to admix a liquid flavor with pulverulent materials such as sugar, starch and magnesia. This type of powder flavor has, in fact, been offered to the trade but with only partial success, because of the inevitable loss through evaporation and also, possibly, a concurrent deterioration due to oxidation. An additional disadvantage is that such powder flavors are not usually free-running and therefore are almost as difficult to incorporate with flour, sugar and other powdered materials as an ordinary liquid essence.

CREATING SATISFACTORY POWDER FLAVORS

Various attempts to overcome this problem of adequate protective dispersion have been made—as, for example, by forming an emulsion with a

suitable gum and spraying it on to a flat surface. Later, the material is scraped off as a dried powder.

"Protective globulation" is the name given to what is probably the most outstandingly successful British achievement in this direction. Dry flavors prepared by the process in question have been aptly described as follows: "Each particle is a unit of flavor surrounded by its own protective coating, and until the coating is dissolved away the flavor is not available." As an illustration, we may imagine a drop of water on a dusty surface—the drop may become coated with dust and appear under certain conditions to be a particle of solid matter, but actually it is a solid crust surrounding a liquid center; on a greatly reduced scale, a particle of these flavors resembles the dust-covered drop.

PROTECTION IS CHIEF ADVANTAGE

Flavor protection is, perhaps, the most notable feature of such high-grade flavoring compositions in powder form. So considerable is the degree of protection that, on first examining products of this type, one is inclined to think that they can have no great flavoring power because of the comparative lack of odor. Yet if a few grains are moistened and rubbed between thumb and forefinger, the full bouquet is instantly released.

The vital importance of this sealing and protecting of flavors can readily be appreciated when one considers the flavoring of, let us say, jelly crystals. If a liquid essence is used to flavor the crystals it has to be distributed by some kind of atomizing device in order to obtain even dispersion; but once the flavor is mixed, it is not protected in any way and, indeed, is so spread about on the surface of the solids comprising the jelly crystal that it has every opportunity to evaporate and to suffer any action which may be brought about by the oxygen contained in the atmosphere. There is a considerable initial loss of flavor during the mixing of the essence with the crystals, and evaporation goes on slowly but steadily after the material is packaged. Eventually the jelly may have lost all the added flavor. In addition to the loss of evaporation, there may be a change as a result of oxidation. All flavors are altered and modified to some extent when exposed to the air, and in the case of the citrus flavors this alteration is so profound that the original character of the flavor disappears entirely and the final result, to many people, is nauseating. On the other hand, a properly protected flavor in powder form can be quite simply mixed with the crystals and will show no deterioration or loss of flavor; in addition to which it will not release the full bouquet until the jelly is actually made ready for use.

OTHER FEATURES OF POWDERED FLAVORS

Other advantages offered by such powdered essences are as follows: The flavored goods can be packed at once, without entailing the additional cost and bother of drying them out. They can also be used in whipped cream, marshmallow, etc., without affecting the whip in any way. (It is, of course,

vanilla beans

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common knowledge that an ordinary liquid essence will seriously decrease the overrun.) Moreover, protected powder flavors are non-volatile and easily stored. In appearance they are dry, free-running powders—capable of ready admixture with any kind of foodstuff. Finally, they are not so apt as essences or essential oils to lose intensity, during domestic cooking processes, by volatilizing and disappearing with the steam.

A typical British application of these dry flavors (concerning which a useful booklet is published) is in the making of cake powders and sponge cake mixtures, that are based on flour, baking powder and sugar. A formula for sponge mixture follows:

Castor (finely granulated white)	
sugar	50 lb.
Flour	37½ lb.
Corn flour	10 lb.
Dry flavor	5 oz.
Cream of tartar 2¼ parts	2½ lb.
Sodium bicarbonate 1 part	

F. E. M. A. Activities

UNDER the chairmanship of John H. Beach, a meeting of interested groups eager to establish a tax differential between beverage and nonbeverage alcohol was held in Washington to outline a plan of action. April 26, Mr. Beach presided also at a meeting of the F. E. M. A. convention committee.

F. E. M. A. Convention Program

THE annual convention of the Flavoring Extract Manufacturers' Association of the United States will be held at the Hotel Traymore, Atlantic City, N. J., June 16, 17, and 18. On June 15, at 10:30 a. m., there will be a meeting of the executive committee at the Hotel Traymore and on the same day at 3:30 p. m. there will be a meeting of the entire convention committee at the Traymore.

The business program is being developed around



Dr. Clarke Davis
Director



John H. Beach
President



E. L. Brendlinger
Secretary



John S. Hall
Counsel

the present food, drugs, and cosmetic laws and among the speakers will be:

Dr. J. W. Sale, senior chemist, Food Division, Food and Drug Administration, U. S. Department of Agriculture, Washington, D. C.

Ole Salthe, consultant to the U. S. Department of Agriculture, together with various state food officials, who have been invited to address the association.

The vanilla bean situation, which is so vital to the industry, will be discussed by Ray Schlotterer, secretary of the Vanilla Bean Association.

The alcohol tax reduction, which is having the attention of the association in order to decrease the cost of flavoring extracts for household consumers' use, is another vital subject.

Trade barriers situation will be discussed by Paul T. Truitt of the Bureau of Foreign and Domestic Commerce, Washington, D. C.

Dr. Allen A. Stockdale, of the National Association of Manufacturers of New York, a prominent speaker, will be included on Tuesday's program.

Dr. F. J. Cullen, executive vice-president of the Proprietary Association, Washington, D. C., will

address the convention's opening session June 16.

The usual elaborate entertainment features will be provided for both men and women and the predictions are that it will be the largest convention ever held in the history of the association.

Send Questions Now

DR. J. W. Sale will address again the members of the Flavoring Extract Manufacturers Assn. at the coming Atlantic City meeting and will answer questions relating to the Food, Drug and Cosmetic Act which are referred to him. Accordingly, members are asked to send any questions they may have concerning compliance with the law to the secretary, E. L. Brendlinger, The Dill Co., Norristown, Pa. It is not necessary to sign names to the questions. All questions sent in will be submitted to Dr. Sale and answers will be given to them at the meeting. It is urged that questions be sent in promptly so that they may be assembled for the convenience of Dr. Sale. It is a splendid opportunity to take care of any problems which have been puzzling manufacturers of flavors.

Amendments to By-Laws

AMENDMENTS to the constitution and by-laws of the F. E. M. A. were considered recently at a meeting of the executive committee in New York, N. Y. Dr. Clarke E. Davis, chairman of the special committee selected for consideration of the amendments, made a report. Three amendments to the by-laws were submitted which will be acted on at the forthcoming convention.

Alcohol Tax Conference

A CONFERENCE was held in the memorial building of the American Pharmaceutical Assn., Washington, D. C., April 1, to discuss future policies in regard to the consideration of Congress H. R. 3383, a bill to differentiate in the tax on ethyl alcohol intended for beverage and nonbeverage purposes.

The following were present: Dr. E. J. Kelly of the American Pharmaceutical Assn., Rowland Jones, Jr., of the American Retail Druggists Assn., A. K. Barta of The Proprietary Assn., J. H. Hardy of The Chattanooga Medicine Co., President John H. Beach and John S. Hall of the Flavoring Extract Manufacturers' Assn. and Dr. James M. Doran.

Reports of activities by representatives of the various groups were thoroughly discussed; it was recommended that the group call on Congressman Estes Kefauver to discuss the progress that has been made.

Congressman Estes Kefauver indicated that considerable interest has been shown in the bill by members of Congress, and that he had prepared a statement in regard to the bill which he intended to deliver on the floor of the House on the following day. The bill is now in the hands of the Ways and Means Committee.



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& METAL CAN SPOUTS

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Vanilla Bean Prices Higher

by RUFINO CAGIGAL, JR.*

THERE is not much news in the vanilla bean market, as conditions have not changed since the last report. Prices of beans are higher, and further advances are expected, unless new stocks from other sources besides those now supplying the market are made available.

Stocks of beans in this country are practically exhausted, except those stocks in the hands of the manufacturers to take care of their commitments. However, there might be sellers for a few thousand pounds of Mexicans, but these holders are speculating in the market, and their holdings will be only enough for 30 to 60 days demand. Tahitis are also available, but it is not known how many there are for sale in the producing island.

The demand has been fairly good due to the fact that the manufacturers, who have been holding off on their purchases in hopes of obtaining Bourbons, are coming into the market for spot or near futures.

There have been no arrivals of Bourbons of any kind in this country since last year. Should this condition continue, the flavoring industry in this country will suffer a serious setback. The entire crop of Bourbons, except that portion shipped to France, is ready for export in the islands. There are shipping facilities to this country, by steamer either directly here or via the Far East. Yet, no vanilla beans from the Bourbon Islands can be imported here since this commodity is subject to seizure and confiscation by the British authorities, and the whole industry has been waiting for navicerts to be granted.

The Vanilla Bean Association of America has been pleading all along with the British officials in this country and the Department of State, in order to obtain from the former transportation permits, and from the latter their support for the efforts of the association. But, it seems one association alone is not a sufficient representation of the whole industry, so it will be well for all manufacturers or users of vanilla beans, through their respective associations and by personal contact with their Senators,

* M. Cortizas Co.

to outline the situation in the industry and explain how it could be eased if Bourbon beans were allowed to be imported. Then these senators can plead with the Dept. of State to remedy this problem.

Madagascar is exporting to America other commodities for which permits have been granted, and there is no reason why vanilla could not be included among these commodities; more so now, when the demand has absorbed all the Java and South America crops, about 95 per cent of the Mexican crop, and everything Tahiti is exporting to America. What may be left will take care of the demand for only the next two months.

Cement for Pipe Leaks

A MODIFIED glycerine-litharge cement that is water-proof, resistant to fairly high temperatures and that sets under water may be used to repair leaks in pipes. To prepare this compound for use, equal parts of cement and litharge are thoroughly mixed together and then a volume of glycerine equal to half the volume of the mixed powders is added and the whole thoroughly mixed with a spatula or similar flat-blade tool.

When repairing a leaky pipe, the hole is filled with the cement and bound in place with cheese cloth, then a quantity of the cement is daubed on the cloth wrapping and the whole is tightly bound with iron wire.

Although the powders may be mixed ready for use, the glycerine should be added only when the cement is needed for immediate use.

Office Hint

HERE is a hint from a former bank teller which should be useful to cashiers in making up the payroll and elsewhere. When handling money, the teller reports, he always used glycerine to wet the sponge which he used to moisten his fingers. He also followed the practice of rubbing a coating of glycerine over his hands before starting work, as he found that at the end of a busy day it was much easier to remove the grime from his hands. The idea is useful also in handling papers.

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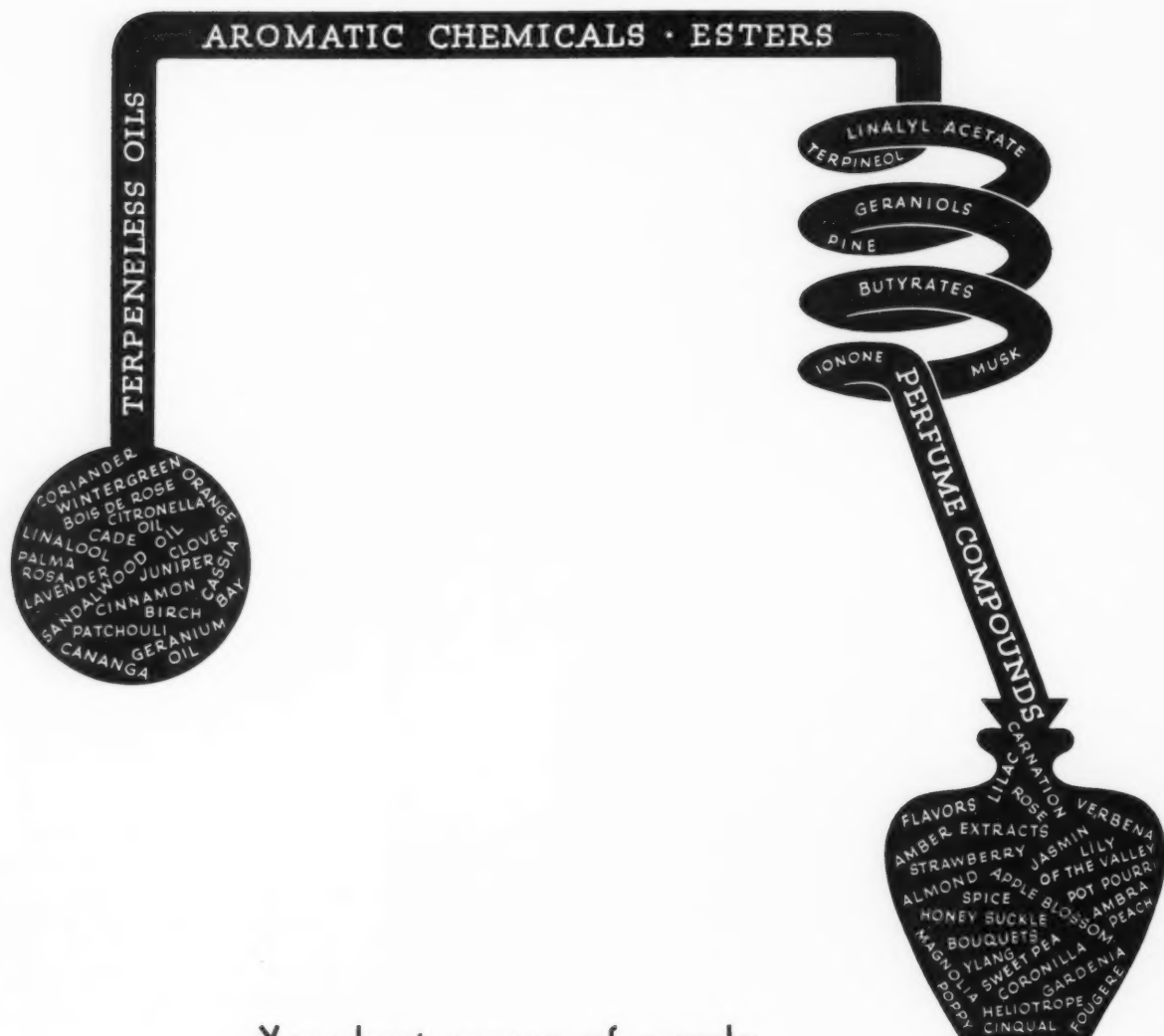
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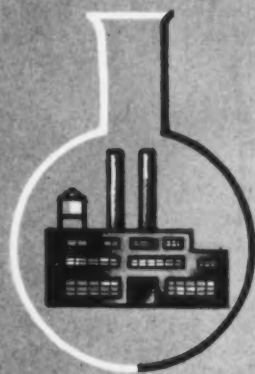
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New York, N. Y.

THE AMERICAN PERFUMER

Soap

INDUSTRY SECTION



A section devoted to the manufacture and

sale of toilet and laundry soap and soap

products covering new raw materials in soap

making and new uses for old raw materials,

as well as new processes and developments

BENEFITS FROM PROPER STORAGE OF SOAP

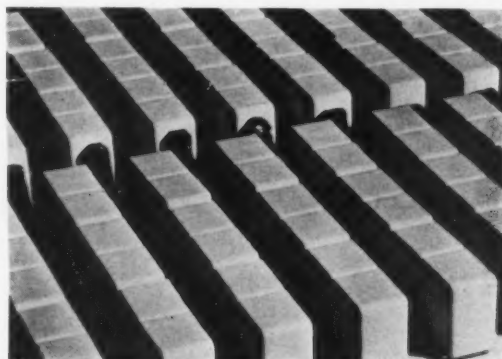
Physico-chemical changes improve texture and appearance and may increase detergency Practical ideas

by PAUL I. SMITH

THERE are several instances in soap manufacture when soap, in chip, powder, liquid or paste form, benefits materially from storing or "aging." No one quite knows exactly what happens during this supposedly "static" period, but the evidence, such as is available, points to the development of certain physico-chemical changes which are responsible for improvements in texture and appearance, and sometimes an increase in detergency and emollient properties.

There is no easy test which the soaper can carry out to find exactly when the maximum benefit has been obtained by storing; he must rely solely upon his judgment based on previous experience. If chipped soap is stored too long, overdried and gritty particles may form which will impair seriously its quality. A certain amount of hydrolysis also may take place, causing uneven solubility. Powdered soaps often give a good deal of trouble during storage as they take up moisture from the air and "cake." To overcome this the use of large storage bins which expose a relatively large area of the powder to the air is inadvisable; instead, use should be made of small containers filled fairly full but not fitted with tight lids, otherwise the soap may sweat.

Both chipped and powdered soaps have been



Taut piano wires slice soap blocks into horizontal layers

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known to heat when left for any considerable time in bins and it is, therefore, advisable to see that the contents of these bins are agitated every few days to prevent such heating. Cases are on record where wooden vats and shipment barrels have been badly charred by the intense heat set up in the center by certain powdered soaps.

STORING TRANSPARENT SOAP

In the manufacture of transparent soap the maximum period of storage is essential and the temperature has to be maintained at a low level to prevent rancidity. This period of storage is necessary because it contributes materially to the clarification of the soap and the development of the requisite degree of transparency. Possible trouble during storage is sweating and the formation of a crystalline coating of filling agents which come to the surface of the soap. These undesirable effects always are accelerated by marked temperature changes and it is, therefore, necessary to see that wide fluctuations do not occur.

Apart from the maintenance of a uniformly low temperature, the success of soap storage also depends upon the nature or type of soap formula employed. When alcohol is used, the purity of the alcohol itself influences clarification. Presence of pyridine bases in denatured alcohol has been known to cause turbidity and retard the production of a high grade transparent soap.

SOAP MADE BY COLD PROCESS

The storage of soap made by the cold making process in frames is of very great importance because during the period of "framing" saponification is completed and the soap is given the required "body" and texture. Here again, temperature plays a big part. For the first 24 to 48 hours, the soap has to be kept warm so as not to slow down the saponification. After that, it is necessary to age the soap in the frames for a week or so. There is a minimum of scrap or waste when the soap has been properly framed.

Chip soaps sometimes react badly to storage in bins, and the nature of the reaction is mainly influenced by the kind of fats used. When the soap has been made from low grade fats, there is a marked tendency for the chips to go rancid or even sour. On the other hand, good soap base chips keep sweet and even benefit from storage. The soaper must use his discretion in keeping chipped soap and carefully watch over the low grades.

LIQUID SOAPS

Liquid soaps throw down a greasy sediment on storing, but the addition of clarifying agents, such as alcohol, sugar, glycerine, etc., helps materially in preventing cloudiness. Nowadays refrigeration and filtering are employed instead of prolonged storage in settling vats. In the writer's opinion, there is good ground for believing that liquid soap improves appreciably from storing, but, of course, the wastage due to sedimentation is undoubtedly a serious loss to the manufacturer. Straight coconut



Soap is racked in rows to dry, at Procter & Gamble plants

oil soaps give far less trouble than any others and the sediment thrown down is very much less than occurs with palm oil, cottonseed oil, rape and soya bean oils, etc.

STORING IMPROVES SHAVING CREAM

There seems to be evidence that shaving cream definitely improves from storing and some manufacturers give as long as three weeks for the cream to improve. The improvement can be traced to the formation of a smoother and softer cream. Apparently the change is so subtle and gradual that in no other way can it be effected. Full-boiled soap frequently is kept in special insulated and heated storage tanks for a week or more. The period is influenced mainly by convenience of processing, but old soapers agree that an "aged" soap has a better texture and feel than one which is worked too quickly.

Notes and Comment

Triethanolamine Soaps—Triethanolamine soaps prepared from high grade naphthenic acids are recommended for applications where a low alkaline but high soap concentration is required. They do not jell and there is no difficulty in incorporating various solvents in the soap when a dry cleaning compound has to be produced. These special soaps are particularly recommended where highly stable water-in-oil emulsions are being manufactured. Small quantities of triethanolamine naphthenic acid soaps are said to be useful in the production of mechanics' hand paste and special quick grease and soil removing preparations. Naphthenic acid possesses useful antiseptic properties and its inclusion in such formulae helps to lessen the danger of infection.

The Frothing of Oils—The frothing on foaming of oils has been a source of annoyance and inconvenience to soapers for many years, but little real

significance has been attached hitherto to this phenomena. Foaming is due mainly to the presence of definite foam-producing impurities in the oil. For instance lecithin, glutinous matter and saponins, also certain unsaponifiable matter, including sterols, pigments, etc., and free fatty acids, also favor foaming. While foaming is an objectionable characteristic, it has been suggested by H. P. Kaufmann and P. Kirsch, writing in *Fette und Seifen* 47, 196-201 (1940), that the foaming of vegetable oils can be a reliable indication of the purity and degree of refinement of the oil. Crude oils always foam to a much greater degree than refined ones. Tests which these workers carried out on soybean oil are of considerable interest. Total volume of foam for crude soybean oil was 141 cc., whereas the water-washed neutralized and bleached oil gave only 28.5 cc. of foam. The foam in the former case, apart from being very much less in volume, also was less stable. Stability of foam is, therefore, by itself an indication of purity.

Pectin in Soap

A COLLOIDAL pectin preparation made from oranges is being used in Italian soaps for reducing the fatty acid content. According to *Oli-Grassi-Saponi* (1940, 6, 6, p. 103) the following formulæ are in use:

LIQUID SOAP		per cent
Soap	50.0
Pectin	22.5
38° Be. sodium silicate solution	27.5

PASTE SOAP		kg.
Tallow fatty acids	20
Olive oil fatty acids	20
Palm oil fatty acids	20
38° Be. caustic soda	27
Pectin	45
Water	15
Bentonite or sodium silicate	55

As the pectin is also said to have a beneficial effect on the skin, it is recommended for use in shaving and toilet soaps.

German soap makers, as concerned as the Italian to conserve supplies of natural oils and synthetic fatty acids, appear to be taking an interest, if a critical interest, in this Italian development. F. Wittka (*Seifenseider-Zeitung*, 1940, 67, p. 407) states that the Italian recommendation is to replace 10 per cent of fatty acid with 1 per cent of dry pectin, diluting it to 10 parts with water. As the pectin would be uneconomic for Germany to import it is recommended that pectin should be processed from natural products in Germany and used experimentally in soap in as pure a state as possible. While holding that under proper conditions the substitution may be found useful, Wittka points out that the pectin contains cellulose impurities which cause trouble in the processing of the soap and darkens on reaction with alkali. The Italian soaps, are, in fact, said to be dark-colored, to turn rancid readily, and to dissolve too quickly.

—*Manufacturing Chemist.*

Surplus Glycerine Production

SINCE the domestic supply of glycerine originates primarily in soap manufacturing processes, the rate of glycerine production is dependent on soap consumption which tends to increase with expansion of industrial activity. Hence, if the present rate of industrial activity is increased or even maintained, United States glycerine production in 1941 may be expected to exceed the previous high record established in 1940.

U. S. Department of Commerce reports of production and total stocks of glycerine in the United States show that domestic production in 1940 exceeded domestic consumption by nearly six million pounds, some of which surplus was reduced by exports to countries for which export licenses now are required.

Were it not for the increased demand for glycerine which, like soap, travels with business activity, glycerine producers today might be facing further accumulation of burdensome surpluses.

From the consumption viewpoint, a clear understanding of the vast changes that have occurred in glycerine uses during the past two decades is essential to a proper appraisal of the situation.

In World War I, well over 50 per cent of United States glycerine production went into commercial explosives and munitions, whereas in the past twenty years the use of nitro-glycerine in commercial explosives has steadily declined, and its use in munitions has practically disappeared. (The Institute of Explosives in Bulletin of Information, May 1937, states that "The sensitive qualities of dynamite make its use impossible in shells; and its disruptive force makes it unsuitable as a propellant in rifles or cannon.") It is doubtful therefore that much over 15 per cent of United States glycerine production this year will find its way into commercial explosives, and little or none will go into munitions.

The gradual change in composition of explosives and munitions would have proved a serious problem to glycerine producers had it not been for the rapid expansion and diversification of glycerine uses in what may be called consumer products such as foods, beverages, cosmetics, proprietary articles, tobacco, anti-freeze, textiles, paper, etc. In two new products alone, namely, transparent wrappings and alkyd resins, both of which were commercially unknown in 1920, the rate of glycerine consumption today exceeds that in both explosives and munitions during World War I.

Because of present highly diversified uses for glycerine, a rise in consumption this year may be expected to accompany increased industrial activity, and it is possible that domestic consumption will balance domestic production. However, reserve stocks are abundant and increased during 1940.

It therefore seems a logical conclusion that ample reserve stocks supplementing the present high rate of production will, barring a now unforeseen shortage of soap fats, provide ample glycerine supplies for an increased consumption during 1941.

Another Soap Sales Record

FOLLOWING a fourth quarter in 1940 which while it was below the average quarter was nevertheless the largest fourth quarter in the six years since 1935 when the Association of American Soap and Glycerine Producers began its sales census, the first quarter of 1941 hangs up another record. It was the biggest quarter in these six years. Seventy-six manufacturers, who are estimated to make nine-tenths of all soap made and sold in the United States, reported sales for the quarter totalling \$79,088,874. This included sales by 70 manufacturers of 818,630,612 pounds of soaps other than liquid, sold at \$78,587,168, and sales by 42 manufacturers of 537,390 gallons of liquid soaps, sold at \$501,706.

The previous biggest quarter in these six years was the third quarter of 1939. That quarter included four weeks of the new war in Europe, which was accompanied by a sharp though temporary rise in prices of soap-making fats and oils. Similarly, the first quarter of 1941 included in March the enactment of the lend-lease bill, with the beginning of another sharp rise in fats and oils the prices of which have continued to rise during April.

Now for comparisons of the first quarter of 1941:

(a) Compared with 1939 third quarter, dollars of total soap sales were up 2.1 per cent, while in pounds, soap sales other than liquid were up 1.9 per cent. In gallons of liquid soap sold, 1941 first quarter was exceeded both by 1940 second quarter and 1936 third quarter.

(b) Compared with the average quarter of the five-year period 1935 through 1939, dollars of total soap sales were up 31.8 per cent, while in pounds, soap sales other than liquid were up 30.5 per cent.

(c) Compared with 1940 fourth quarter, dollars of total soap sales were up 33.4 per cent, while in pounds, soap sales other than liquid were up 30.3 per cent.

(d) Compared with 1940 first quarter, dollars of total soap sales were up 14.8 per cent, while in pounds, soap sales other than liquid were up 20 per cent.

Super-Fatting of Soaps

AMONG modern super-fatting agents for which recent patents have been granted are decylphenol, decylcresol, dodecyl- (B-j-dioxypropyl)-amine, nonyl-, undecyl-, tridecyl- and pentadecylketone, monodecyl- to hexadecylphenol, etc. Further recommended as super-fatting agents are sodium protalbinat, particularly for increasing the lathering capacity, laurapones, casein, preferably in a borax solution, sodium cholate and the addition of sulphonated oils, especially sulphonated fatty alcohols.

For the stabilization of soap, additions of borax, sodium thiosulphate, salicylic acid, benzoic acid and their sodium salts have been recommended. Additions of .1 per cent stannous chloride as well as additions of .1 to .2 per cent methyl-p-oxybenzoate or p-phenylphenolate are also said to be very effective. According to one patent,¹ octylphenols and

their derivatives are to be used as anti-oxidants for soaps and vegetable oils. For the same purpose the use of p-tertiaryamyl- and butylphenol has been protected in this country.

A patented process² for the production of super-fatted products such as soaps, shaving creams, cosmetics and other soap-containing materials is characterized by the use of ketones containing a higher aliphatic or hydro-aromatic residue and a free or substituted oxyaryl group. For instance, one washing preparation consists of a mixture of 44 per cent soap, 22 per cent soda, 10 per cent sodium perborate and 24 per cent water with a 2 per cent addition of a mixture of nonyl-, undecyl-, tridecyl-, pentadecyl-, (oxyphenyl)-, ketones. This preparation is said to produce a very uniform and stable lather. In the preparation of shaving cream, 5 per cent of the above ketone mixture would be added to the usual cream base with a fatty content of 33 per cent. A cream of excellent texture will be obtained which will not be affected upon storage, and which will produce a lasting lather.—*Schimmel Briefs.*

Soap Tied to Washbowl

IN many homes in Europe it is said that soap is tied to the washbowl by a string so as not to waste a grain of the meager supply. A housewife may obtain only a limited amount of soap a month—any kind of soap—and there is no running to the grocery or drug store for more. The same holds true for employers who have supplied soap to their employees so they could keep clean on the job. Men and women throughout the whole European continent are finding what it means to live without soap, or with a very inadequate amount and newspaper correspondents write that there is more complaint and discomfort about this than about many of the shortages of foods.

News Notes

A RECORD catch of 9,600 whales yielding 780,000 barrels of oil is reported by the Japanese Antarctic expeditions in the 1939-40 season. The bulk of that oil was sold to England but the first sale from the current catch is 307,000 barrels reported sold to Germany, according to the *Indian Soap Journal*.

The mayor of Calcutta, India, who opened the exhibition of soap and cosmetic products of the province of Bengal, India, pointed out that if modern advertising and promotion methods were adopted generally, soap and cosmetic manufacturers of India would be able to create a market that would astound them.

A bill in Congress, HR 4313, proposes special taxes for coconut oil, palm oil, palm kernel and other oils.

¹ B.P. 440910

² D.R.P. 653217

SELECTED BOOK LIST

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New equipment for many uses

pointed out, offers possibilities in the processing of chemical mixtures of all kinds, pharmaceutical and cosmetic compounds, etc., where there are problems of producing delicate and sensitive, intermediate or finished materials which require speedy mixing and the recovery of the solvent. Further details about the equipment will be furnished on request.

Advisory and research service

Research in cosmetics and allied preparations cannot be solely a function of investigation in the realm of chemistry, according to Ralph L. Evans Associates, 33 W. 46th St., New York, N. Y. The particular scientific findings must be correlated with an aesthetic appreciation of the demands of discerning women. The future of the cosmetic industry in the United States, it is pointed out, can only be toward taking its rightful place as a world leader of feminine beauty and charm. With this in mind, the organization has effected a blending of scientific and artistic talent, by coordinating the work of their chemists and technicians with that of specialists in line, color and art. A further feature of the service offered is legal advice from associated counsel on all provisions of the various food and drug acts and other laws. In this way complete advisory and consulting service in chemical research and investigation is offered with especial reference to cosmetics. The organization is associated with Evans Chemetics, Inc., cosmetic manufacturers, and the associated English company, Evans Chemicals, Ltd. As a result, it is in a position to arrange for the manufacture of products both here and abroad.

New drum handling unit

A new barrel or drum handling unit, to lift, move, rotate and tilt most types of drums or barrels, is offered by the Falstrom Co. It is built to combine strength with light weight. The operation of the unit is simple and it is so constructed that when the drum is released after tilting, it returns to an upright position to prevent dripping of the contents. It is made for drums or barrels of about 55 gal. capacity and is supplied in two types,

drum type for parallel side drums and barrel type for curved barrels, both equipped with automatic safety locks. Further details about the new lift will be sent on request.

New selling magazine

Modern Selling is the new name of an old publication, *Sales Scrap Book* which made its appearance in March in a new pocket-sized format. It aims to stimulate and inspire selling forces to greater deeds. The March issue contains twelve feature articles, four departments and the beginning of two serials. It sells for 25 cents per copy, and \$3 per year.

Hydrostatic test pump

A new hydrostatic test pump designed for testing fire extinguishers, sprinkler systems, etc., has been announced by the American-LaFrance-Foamite Corp. Applied to fire extinguishers, it determines their maximum safe life.

Guard for air-motored mixer

A metal ring guard which acts as a stand also is offered by the Eclipse Air Brush Co. for its portable air-motored agitators. The ring protects the propeller from contact with the mixing vessel when in use. The four metal supports that hold the ring in place are intended to protect the shaft and prevent its getting out of alignment. Two handles alongside the motor at the top facilitate lifting the agitator from the mixing vessel.



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Ertel American-made liquid handling equipment is adequately described and illustrated in an attractive 20-page catalog. In it, facts are presented from the practical viewpoint. Equipment covered includes pumps, glass lined tanks, swivel joint portable mixers, Ertel three-way multiple filters, Ertel neutral asbestos filter sheets, semi-automatic multiple spout vacuum bottle fillers, Ertel germ-proof asbestos filter sheets, Ertel Emsa vacuum bottle fillers, portable vacuum bottle fillers, Ertel cylinder pressure filters, cloth filter presses and stainless steel tanks. A copy will be sent on request to anyone writing to the Ertel Engineering Corp., 44 Mill St., Kingston, N. Y.

Sun rays that tan and don't burn is the subject of an interesting six-page article in the latest issue of the *Givaudanian*, the useful little publication issued by Givaudan-Delawanna, Inc., New York, N. Y., from which a copy may be obtained.

Flavor service for the food and beverage industries offered by Polak & Schwarz, Inc., is described in a 22-page catalog which has been prepared for general distribution. The numerous flavor products offered are listed with prices and suggested uses are indicated. A copy will be sent to anyone interested on request.

Many artificial and synthetic essential oils are given in a comprehensive list in catalog A for April-May which has just been issued by P. R. Dreyer, Inc., 119 W. 19th St., New York, N. Y. It is pointed out that the company has worked with certain materials more available than the natural oils which they simulate and has produced certain artificial and synthetic oils which merit examination. Essential oils and other materials offered by the company are also listed with prices.

Profit ideas on sales, marketing and merchandising used by other companies as reported in business publications, daily newspapers, universities and books on sales and marketing are abstracted by National Research Bureau, Inc., as a special

service to busy executives. According to the Bureau's bulletin, which will be sent to any one interested on request, every idea that has worked for someone is briefly digested and indexed in such a way that if it is pertinent to your business you can put it to immediate use. All of the data reviewed, it is stated, is boiled down to about five per cent or less of its original form. The digest index, as it is called, is sold on a monthly basis.

Inventory control methods to enable manufacturers to be sure to have the necessary materials and supplies at all times are adequately described in a special report issued by the Policyholders Service Bureau of the Metropolitan Life Insurance Co., New York, N. Y., which will be sent to anyone interested.

Mathieson Anhydrous Ammonia is the subject of a 16-page booklet issued by the Mathieson Alkali Works which will be sent on request. The chemical and physical properties of liquid anhydrous ammonia, including curves on pressure and temperature relations, density of liquid ammonia and solubility of ammonia in water, ammonia containers and their safe handling, physiological effects and first aid measures are among the subjects covered.

Liquid resins of abietic acid, hercolyn and abalyn, are treated in a booklet issued by Hercules Powder Co. The resins are suitable as fixatives for aromatic compounds, according to the company. Ester content, specific rotation, saponification number and other properties are given in the booklet which will be sent on request.

Firmenich & Co., New York, N. Y., are distributing their 1941 calendar. As usual it is a beautiful piece of work, printed in Switzerland by the parent company. Shipment was considerably late because of the war.

Arlex in cosmetics is the subject of a useful 16-page brochure which will be sent to anyone interested by the Atlas Powder Co., Wilmington, Del. Arlex is the company's trade-mark for Atlas commercial sorbitol solution. Its properties, it uses and its advantages are clearly explained and useful information is given on the manufacture of creams and lotions.

Books to Aid You

PATENT FUNDAMENTALS. Leon H. Amdur. 305 pages, 6x9 in., 80 illustrations, Chemical Publishing Co. 1941. Price \$4.

This is a book on patents which is elementary and yet comprehensive. The author, a former examiner in the U. S. Patent Office, is a practicing attorney and is the author of several works on patent law and practice. He writes in a way that gives the layman a quick sound grasp of the U. S. patent system. The book contains the first full exposition of the various botanical terms and the rationals of the various provisions of the plant enactment of 1930. The comprehensiveness of its scope is indicated by the following chapter headings: Types of Inventions, Nature of a Patent, How Patents are Classified, Preparation and Prosecution of Applications, Invention as Defined by Patent Claims, What Is Invention? Utility, Immorality and Frivolity, Plant Patents, and Dealings in Patents. An index is included.

PROFITABLE BEAUTY SHOP MANAGEMENT. Seymour B. Jeffries. 6½x9½ in., 276 pages, 54 illustrations. Prentice-Hall, Inc. 1940. Price \$2.95.

This useful volume is well nigh indispensable to the beauty shop owner. New laws have made it necessary to keep accurate records; and this book tells how to do so. The author is director of the New York State Beauty Trades Bureau and writes with that ease and clarity that are usually found when a man is well versed in his subject. An idea of the contents may be had from the following chapter headings: Increasing Profits in Your Beauty Shop, Choosing the Location of Your Shop, Shop Layout and Physical Planning, Customer Reception, Operator-Management-Relationships, Financial Control, Insurance, Credit, Merchandising in the Beauty Salon, Salesmanship in the Beauty Shop, Selling Services to Your Patrons, Sources of Merchandise and Service Information, Advertising Your Beauty Shop, and Public and Trade Relations. The practical nature of the book should commend it to the careful attention of beginners and experienced shop owners.

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LINDEN, N. J.

America's Original Lanolin Producer
ESTABLISHED 1914

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These Five NORTHWESTERN Ethyl Esters will
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THE NORTHWESTERN CHEMICAL CO
INCORPORATED 1882
WAUWATOSA, WISCONSIN
THE LARGEST MAKERS OF BUTYRIC ETHER IN THE WORLD

BUTYRATE
CAPROATE
FORMATE
BENZOATE
VALERATE

AMONG OUR FRIENDS

▶ Carson G. Frailey has been appointed representative of the Drug, Chemical and Allied Trades Section of the New York Board of Trade, Inc., in Washington, D. C. His offices are at 302 Albee Bldg. Mr. Frailey was appointed on account of his broad experience in drug and chemical matters to provide individual service to members of the Section on problems relating to the federal government. He will also make appointments with government officials. Mr. Frailey is a practicing lawyer in Washington. All requests of members of the Section should be handled through the secretary at 41 Park Row, New York, N. Y.

▶ Joseph Scott of Swindell Brothers Inc., Baltimore, Md., has returned from a business trip which took him to the Pacific Coast.

▶ Harry J. Schnell, who recently completed a half century of service with the *Oil, Paint & Drug Reporter*, New York, N. Y., has purchased that useful publication as well as the *Painters' Magazine*.

▶ Charles Lauzon, head of the olive oil department and assistant to Ferdinand Weber of the vanilla bean department of George Lueders & Co., New York, N. Y., became the thirtieth member of the company's Quarter Century Club on April 18.

▶ Richard R. Deupree, president of the Procter & Gamble Co., Cincinnati, Ohio, directed attention to the economic significance of advertising at the annual meeting in New York of the American Newspaper Publishers' Assn. "Advertising," he said, "is essential to the proper growth of the nation and its people."

▶ Col. Marston Taylor Bogert, who has been professor of organic chemistry at Columbia University since 1904, was honored at the Chemists Club, New York, N. Y., May 2, when a portrait of him painted by Irving Wiles was presented to the university as a gift from the alumni who have taken their degrees of Doctor of Philosophy under him. A dinner preceded the presentation. Dr. George Beal of Mellon Institute was toastmaster and the presentation was made by Dr. Michael Heidelberger of Columbia.

▶ Herbert O. Deininger has been appointed general manager of Schnefel Bros. Corp., Newark, N. J., and R. C.

Allen, formerly manager of the nail polish division, has been named general sales manager, with Carl W. Gardner as assistant sales manager.

▶ Robert A. Kramer, manager of the chemical department of the Th. Goldschmidt Corp., New York, N. Y., has resigned from that company to assume the position of sales manager of Evans Chemetics, Inc., 33 West 46 St., New York, N. Y. Mr. Kramer had been associated with the Goldschmidt organization since 1926. He had been secretary of the company since 1929, as well as manager of the chemical department. He is well known in cosmetic and drug manufacturing circles throughout the country for he has made regular trips in all territories in connection with the sale of the products of his department. He brings to his new association a wide experience and the good wishes of a host of friends in the chemical industry.



Robert A. Kramer

▶ Capt. Edward Molyneux, of Molyneux Parfums, Paris, France, is now in the United States.

▶ George T. Denby, former St. Louis representative of P. R. Dreyer, Inc., is now located in New York, N. Y., and will contact the trade throughout the metropolitan district. Mr. Denby has been active in the essential oil industry for many years, in New York as well as in the Midwest.

▶ Edward Remus, of Standard Synthetics, Inc., New York, N. Y., accompanied by Mrs. Remus, is on an extended motor trip through the middle-west.

▶ Lee H. Bristol, vice president, Bristol-Myers Co., Hillside, N. J., was the chief speaker at the May 2 meeting of the St. Louis Chamber of Commerce. "The post-shooting period of the war," he said, "will see fewer privately owned yachts but practically every home will have its highly improved mechanical icebox."

▶ Dr. Alexander M. Katz, of Florasynth Laboratories, Inc., lectured at the Arizona State Teachers College May 1 and 2 on the following subjects: Per-

fumes and Harmony, Cultivation of Materials and Production of Essential Oils in the United States, the Art of Compounding Essential Oils and Aromatic Chemicals, Production and Purification of Synthetic Materials and Natural Isolates derived from Natural Sources and Phases of Odors and Perfumes.

▶ Eugene Suter, president and chairman of Eugene Ltd., New York, N. Y., has returned from an extended trip through Latin America.

▶ Fred Theile, president of P. R. Dreyer, Inc., New York, N. Y., expects to return from an extended middlewestern business trip May 19.

▶ O. D. Neal, perfumer for Primrose House, New York, N. Y., for many years, has resigned on account of ill health.

▶ Dr. A. Nicolaus, in charge of manufacturing at the Clifton, N. J., plant of Fritzsche Brothers, Inc., has been elected a director of the company to succeed the late B. F. Zimmer. H. P. Weseman, Dr. Ernest Guenther and Joseph A. Huisking have been elected vice-presidents.

▶ Paul C. Merrill, assistant general manager of the Los Angeles Soap Co., Los Angeles, Calif., is a patient in the Saint Luke's Hospital, Pasadena, Calif., the result of a fall in the garden of his home late in April, when he suffered a broken leg and arm. Mr. Merrill, a son of F. H. Merrill, president of the company, is expected to be confined to the hospital for several weeks.

▶ William Zimmerman, president of Helfrich Laboratories, New York, N. Y., has returned from a month's motor trip to Florida and Cuba. Mrs. Zimmerman and their two daughters accompanied him to Miami Beach. From there, Mr. Zimmerman took the clipper to Havana where he spent a week visiting the trade. He commented on the fact that practically all raw materials including essential oils are now being obtained from New York suppliers as the blockade interferes with shipments from Europe. Despite a triple coat of tan, he insists that he spent the major portion of his time on business.

▶ N. S. Swartout of the New York office of Swindell Brothers Inc., has returned from a vacation trip in Florida which included a flying trip to Nassau in the Bahama Islands.

▶ Dr. Cary Eggleston, Brooklyn, N. Y., has been elected to succeed the late Dr. Charles W. Edmunds as president of the U. S. Pharmacopoeial convention.

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**... NOW YOU'VE
 GOT A PACKAGE !**



"That's a real package. That's one I'll be glad to keep out where customers can see it. That package really attracts attention . . . It'll help us to sell your product . . . easy to handle . . . easy to wrap too . . . I wish more manufacturers had packages like that."

Dealers instantly recognize the merchandising value in Ritchie package styling. They see the promise of consumer demand in the planned appeal of a Ritchie design.

A package by Ritchie helps to get your merchandise into the dealer's store; helps keep it moving into the consumer's hands.



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Anniversary
Year**

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*Make your cream for the
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... with Beehive Brand Beeswax

Sell the most beautiful women and you'll sell all women. For all women copy the most beautiful of their sex. They all want radiant, lovely skin — the kind of skin developed by superior facial creams with the finest base. And there's no finer base than Beehive Brand Beeswax.

Nature-Bleached by Sun and Air

This Beeswax is 100% pure, uniform in texture and perfectly white. You can tell by its "feel" how smooth and fine it is. Our buyers select it from the best grade of crude beeswax. Our laboratories test it for purity, quality and uniformity. It is then nature-bleached by sun and air.

It will pay you to standardize on Beehive Brand. The quality and uniformity never change. It is free from adulterants and imperfections of any kind. Let us give you the full detailed story about this superior, nature-bleached beeswax.

WRITE DEPT. A-5 TODAY FOR COMPLETE INFORMATION



BEEHIVE BRAND
Beeswax

WILL & BAUMER CANDLE CO., INC.
Established 1855
 Buckley Road, Syracuse, New York

SPERMACE	CERESINE	YELLOW BEESWAX
RED OIL	COMPOSITION WAXES	HYDROSTEAR
		STEARIC ACID

NEWS and EVENTS

Canada raises excise tax on toilet articles to 25%

The excise tax on toilet articles in Canada has been raised to 25 per cent. The increase applies to all items to which the old 10 per cent tax applied. Toilet soaps are taxed at 5 per cent.

Plan to close down two-thirds of British cosmetic factories

The total war plan and the cosmetic industry in England is discussed in an illuminating article in the March issue of *Soap, Perfumery & Cosmetics*.

The president of the Board of Trade proposes a bill to mobilize two-thirds of Britain's so-called non-essential industries. This means that two-thirds of the factories in Great Britain now engaged in the production of perfumery and cosmetics are to be closed down. The remaining third will take over the total output, and will manufacture at cost price for the factories closed down. Labor thus freed will be made available in military service or in new war factories. After the war the closed down factories will be permitted to resume business. New entrants will be severely restricted and only those with licenses will be permitted to start up until a reasonable period has enabled the old firms to get on their feet again.

Commenting on the bill, W. Tudor Davis, prominent British barrister, writes: "The new plan is urgently necessary but great care will have to be exercised in the manner of its application or else the very ideals for which we are fighting will be in jeopardy. . . . Democratic government is our creed, and we must make our system of economic democracy work."

Increased taxes for cosmetics, alcohol and soft drinks possible

Recommendations of the Treasury Dept. to the Ways and Means Committee of Congress on increased taxes to be contained in the revision of the Revenue Act for 1941 include a proposed increase in the tax on distilled spirits from \$3 to \$4 per proof gallon; a tax on soft drinks at the rate of one

cent on each five-cent bottle; and an increase in the cosmetic tax to yield an additional \$5,000,000.

Even M. Tysdal appointed secretary of Th. Goldschmidt Corp.

John A. Livingston, president of the Th. Goldschmidt Corp., announces the appointment of its midwestern representative, Even M. Tysdal, as secretary of the corporation and manager of the chemical department, with headquarters at the New York office, 153 Waverly Place.



Even M. Tysdal

Mr. Tysdal has been closely associated with the chemical, cosmetic and essential oil industries for the past 31 years. He formerly was with the National Aniline & Chemical Co. as head of the laboratory and then later in charge of sales of coal-tar intermediates in Chicago. He is a World War veteran, having served in the U. S. Navy. Later, he manufactured cosmetics and perfumes. For the past eight years, he has been midwestern representative for the Th. Goldschmidt Corp. and Ungerer & Co.

His brother, Elmer B. Tysdal, will continue to supervise the production of Goldschmidt materials and will assist in giving technical service to the trade.

Tokalon Ltd. plant in England destroyed by fire

Premises of Tokalon Ltd. in Reading, England, were destroyed by fire recently.

Teaching of cosmetic hygiene to be given as summer course

For the first time during a summer session, the School of Education at New York University will offer a course in the teaching of cosmetic hygiene. This is especially planned for teachers,

beauticians, and others who have to conduct programs of good grooming in high schools and colleges. It is open only to those who have had the introductory course in cosmetic hygiene, which will be offered, as usual during the first half of the session.

Both courses will be given by Miss Florence E. Wall. Registration will be held on June 30. For full details, write to Department of Home Economics, New York University, Washington Square, New York, N. Y.

Pickwick Cosmetic Corp. now in new offices and showrooms

Pickwick Cosmetic Corp. is located now in its new executive offices and showrooms at 396 Fifth Ave., New York.

Philadelphia College of Pharmacy to celebrate 120th anniversary

The Philadelphia College of Pharmacy and Science, Philadelphia, Pa., will celebrate the completion of its 120th annual collegiate session June 3. An extensive program has been arranged for the occasion.

Wage-hour record-keeping regulations discussed at hearing

Proposed revision and re-codification of record keeping regulations under the Fair Labor Standards Acts were considered at a hearing in Washington, May 12. If finally approved the regulations will replace the present part 516, regulations on records to be kept by employers.

Cosmetic credit men plan annual outing at Great Neck, June 20

Plans for the annual outing and party of the Drug, Cosmetic and Chemical Credit Men's Assn. have been completed by E. Utter, chairman, and members of the entertainment committee. The meeting will be held at the home of Nat Otte, Great Neck, L. I., N. Y. A luncheon will be served on arrival after which there will be golf and other entertainment until evening when a buffet supper will be enjoyed.

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Since Tombarel Products Corporation was established in New York, its laboratories have worked parallel with Tombarel Freres of Grasse, France.

Thus our customers continue to enjoy the fruits of more than 100 years experience and skill in the creation of perfume materials for which the name of TOMBAREL is famous. So, Tombarel's fine old standards remain entirely unchanged, regardless of upset conditions abroad.

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Where Uniformity
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PLYMOUTH ANHYDROUS LANOLIN U. S. P.

Refined by a special process . . .
which prevents darkening or dis-
coloration in your product . . . this
full U. S. P. grade Lanolin actually
turns lighter with age.

Made especially for the drug and
cosmetic industry. Particularly light
in color . . . of firm body . . . pleasant
odor . . . and very uniform quality.

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National Can Corp. succeeds McKeesport Tin Plate Corp.

The National Can Corp., New York, N. Y., has succeeded the McKeesport Tin Plate Corp. G. F. Doriot is president and the following are vice-presidents: E. D. Murphy, S. Carle Cooling and A. G. Hopkins. All three have been connected with the can division of the McKeesport Tin Plate Corp. for years.

Potassium chlorate toxic even in small amounts

Potassium chlorate has serious toxic potentialities even in small amounts, according to findings of Dr. Theodore G. Klumpp, chief of the drug division of the FDA. Its use in mouth washes and in dentifrices accordingly should be referred to in warnings on the label.

Spice Trade Assn. meeting in New York May 12-14

The annual meeting of the Spice Trade Assn. was held in the Hotel Astor, New York, N. Y., May 12 to 14.

George Lueders & Co. installs controlled atmosphere booth

An "odor proof" room has been installed by George Lueders & Co., New York, N. Y. The factor in maintaining the controlled atmospheric area free of odors is an odor adsorber unit built into the booth. Odor laden air is passed through a bed of granular highly activated coconut shell carbon which has the property of being able to adsorb and condense gases and vapors that come in contact with its surface. The booth measures $4\frac{1}{2} \times 4\frac{1}{2} \times 7$ ft. and is made of laminated oak. The Dorex adsorber unit is built into the wall. A blower operated by an electric motor



New controlled atmosphere booth at Lueders

circulates the air in the booth through the carbon which removes all traces of odor and gas. Air is purified in about three minutes.

Clarence Booth, of Fritzsche Brothers, dies after long illness

Clarence F. Booth, director of the perfume laboratories of Fritzsche Brothers, Inc., New York, N. Y., for the past 15 years, died at his home in Floral Park, N. Y., May 2, at the age of 49 years. He had been in ill health for several years and for the past eight months had been under the constant care of his physicians. Death was caused by arterial sclerosis.

Mr. Booth was born in Brooklyn and was the son of the late Emory T. Booth who originated the oriental line of perfumes for A. Vantine & Co. After completing his education in Brooklyn Polytechnic Institute, Mr. Booth worked

under his father in the laboratories of A. Vantine & Co. Soon after his father's death in 1911, he went to John Wanamaker as perfumer where he worked for several years. Subsequent to this he manufactured the Aubrey Sisters line of toiletries. Later in association with his brother, Edwin T. Booth, also a skilled perfumer, he made the Lauria line of perfumes for the Russell Co. He then did consulting work which he abandoned to join Pfaltz & Bauer where he built up the perfume division of that company. After that he joined Fritzsche Brothers, Inc., as director of the perfume division. In this position, he created new perfumes and supervised the production of perfume bases for extracts. Throughout the trade, he was regarded as a genius in the creation of odors, a task he loved.

He was married in 1916 to Miss Helen Hendrickson. In addition to his widow, he is survived by a daughter, Dorothy, an alumnus of Ohio State University and Barnard College, and a son, Robert, who will be graduated from Yale University this year. He is also survived by his mother, Mrs. Emory Booth, by his brother, Edwin T. Booth of Aromatic Products, Inc., and by two sisters, Mrs. Arthur Batcheller and Miss Estelle Booth. Funeral services were held in Garden City, N. Y., May 4.

Shulton, Inc., launches line in make-up field

Shulton, Inc., New York, N. Y., has launched a new line of make-up toiletries called Desert Flower. A pale pink plastic will be used in the containers. Bottles and boxes will be sold as permanent accessories for the dressing table with refills for every item except lipstick, rouge and compact powder.



A part of the throng at Beauty Counselor's tenth anniversary banquet given April 17th at the Book Cadillac Hotel, Detroit, Michigan



A miniature IN SHINING ARMOR



A bottle in miniature all dressed up in shining silver or glowing gold is a thing apart.

It has the sparkle that catches milady's eye—makes her pause to pick it up.

She unscrews the patented UNBREAKABLE STOPPER—notices the new Rosette design with its attractive label. She starts to put it down—hesitates—picks it up again for a closer look. Yes, sir, that sale is as good as made.

You call it sales appeal; and sales appeal it is, when you see the rapid rise in sales made possible by an attractive miniature bottle, "**Metalized**"—**Silver or Gold**. This is done by a special process—metalized (not sprayed), and lacquered (alcohol proof).

In addition to the standard line of one and two dram miniatures, you can now have the same style bottle in 1/4 or 1/2 ounce sizes and, in several saucy shapes—delicate designs.



Patented (Design & Mechanical)

If a line of miniatures with such unlimited sales acceptance is what you want for your product, you can get it. Just call or write today for more details about metalized miniatures. A real money-making merchandising idea.

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PERHAPS YOU KNOW IT BEST BY
THE FRENCH NAME

SAUGE SCLAREE

But no matter what name you know
it by, we are the headquarters on this
natural oil.

SAMPLES AND PRICES ON REQUEST.

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15 years of Quality

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THIS month completes the fifteenth milestone in the path of Solo Laboratories in the creation and maintenance of quality merchandise.

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THIS ability to create and maintain uniform quality has enabled Solo Laboratories to grow from just a small shop to a large, modern building—and the future looks even brighter.

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SOLO Laboratories are manufacturing chemists. High quality cosmetics under private label our specialty. Our experienced staff will show you how to improve or package old established private brands. We will work with you in the creation of a new one. Write Solo Laboratories today—it will be well worth the price of a stamp.

Solo Laboratories

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CHICAGO, ILLINOIS

P. R. Dreyer, Inc., opening branch office in Boston, Mass.

P. R. Dreyer, Inc., is opening a branch office in Boston, Mass., to be in the charge of F. Omo Snyder. Mr. Snyder has long been known in essential oil circles in Cincinnati and Chicago areas. He will make his headquarters in the Rice Building at 10 High Street, Boston, and will contact the trade in the New England states.

Claim smaller companies will be hurt by minimum wage of 40 cents

A decision by Administrator Philip B. Fleming of the Wage and Hour Division of the Dept. of Labor on the proposed 40 cents an hour minimum wage in the drug and cosmetic industries is expected shortly. At the hearing April 16, it was claimed that smaller manufacturers could not compete with the larger ones if forced to pay the proposed minimum wage. The companies which opposed the 40-cent rate were: Dolly Dimple Laboratories, Capital Chemical Co., Gibson Products Co., Howell Co., Golden Peacock Co., Lander Co., Plough, Inc., Leading Perfumers & Chemists, Lucky Heart Co., Newbro Mfg. Co., Scotch Tone Co., J. Struckland Co., Superior Products Co., and the William A. Webster Co.

None of the larger manufacturers were at the hearing. In rebuttal, it was pointed out that most of the large manufacturers already pay wages above the 40-cent minimum. While 23 per cent of the employees in the industry get less than 40 cents an hour, only 1.79 per cent of such employees are in the plants asking for a lower minimum wage rate.

Cost of giving permanent wave in average beauty shop is \$4

It costs almost \$4 to give a permanent wave in the average beauty shop, if all the costs which should be charged against this service are included, according to research conducted by E. Fredericks, Inc., Long Island City, N. Y. Others feel that this is correct.

Changes in management of Owens-Illinois Glass Co.

Important promotions in top management positions of Owens-Illinois Glass Co. and Owens-Illinois Can Co. have been announced by J. Preston Levis, president of the companies.

Randolph H. Barnard, executive vice-president, and Faustin J. Solon, vice-president, will in the future devote their entire time to general management, production and sales problems.

Garland Lufkin, who has been general manager of the Closure and Plas-

tics Div., has been named general manager of the Glass Container Div.

Smith L. Rairdon, formerly vice-president and general sales manager of the Owens-Illinois Can Co., will succeed Mr. Solon as general sales manager of the Glass Container Div.

Stanley J. McGiveran, who has been general manager of the Insulux Products Div., will succeed Mr. Rairdon as vice-president and general sales manager of Owens-Illinois Can Co.

Ray R. Washing, plant manager of Glassboro, N. J., will come to Toledo to take over the position of general manager of the Closure and Plastics Div., formerly held by Mr. Lufkin.

Hugh Paul, former sales manager of the Insulux Products Div., will become manager of that division and his position as sales manager of the division will be taken over by Edward P. Lockart, who has been manager of the architectural department.

Music illustrated with perfume by Prof. Bienfang

Perfume was used to illustrate a gypsy number in a musical given by the Norman (Okla.) Music Club, April 10. Dr. Bienfang of the University of Oklahoma spoke on the relation of perfume and music. He stated that Scriabin and other musicians have sought to combine the arts of tone, light and the various elements of smell in the musical world. While Dr. Powell, an associate who is also a violinist, played a gypsy theme, Dr. Bienfang distributed small fans with spots of perfume suggestive of gypsies.

Flying executives of Florasynth pose for photo in Hollywood

Florasynth Laboratories officials, who literally and figuratively fly about the country, occasionally stop at some favorite rendezvous long enough to be photographed by one of their numerous



Charles Senior and Dr. Alexander Katz

friends. The accompanying snapshot of Charles Senior and Dr. Alexander Katz was taken at Dr. Katz's home in Hollywood during Mr. Senior's recent visit to California. Shortly afterwards, Mr. Senior flew to New York.

Purchasing agents to meet in Chicago May 26-29

The 26th annual convention and Inform-A-Show of the National Association of Purchasing Agents will be held at the Stevens Hotel, Chicago, Ill., May 26-29. E. R. Stettinius, Jr., director of priorities OPM, Donald Nelson, head of OPM's division of purchases, and Leon Henderson, price administrator, will lead discussions.

No emergency in tin—supplies adequate for 14 months

There is no emergency in tin at present, according to Robert E. McConnell, chief of the OPM unit of conservation. Present tin stocks in the United States are sufficient for about 14 months' operations and current imports are sufficient to meet current defense and civilian requirements. The can manufacturing industry consumes about half of the tin used annually in the United States and other coatings may be used in many instances, thus effecting important savings in tin.

Procter & Gamble Co. sues Lever Brothers Co. over new Swan soap

A permanent injunction against the manufacture or sale of Swan soap has been asked in a suit filed in U. S. district court by the Procter & Gamble Co. against Lever Brothers Co., Cambridge, Mass.

The suit alleges that the defendant's recently-introduced product, Swan soap, is in imitation of Procter & Gamble's Ivory soap in certain physical characteristics. An injunction is asked to prevent the manufacture or sale of Swan soap in its present form.

A preliminary injunction, accounting of profits, damages and costs of the action also are requested.

How prices will be controlled by federal government

Prices will be controlled under the new Office of Price Adjustment and Civilian Supply by increasing supplies of materials rather than on price fixing, according to Leon Henderson, administrator. However, if necessary, price ceilings will be fixed. When this is done it will be to protect producers who are keeping their prices in line with official suggestions. Minor industries will be watched as well as the major ones.

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A reputation earned through 20 years, and *re-earned* every day—that's the story of Sherwood . . . and the reason why Sherwood's roster of customers reads like a "Who's Who" of the industry's drug, cosmetic and package houses.

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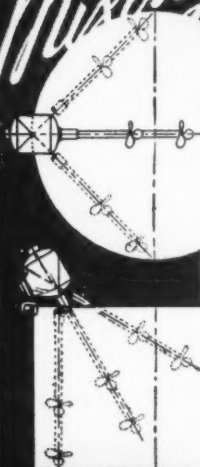
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The Swivel-Joint design of the new Ertel Portable Mixer makes it easily possible to adjust the unit to any vertical angle or horizontal plane at will—a feature which makes the Ertel Mixer universally adaptable to ALL mixing operations.

. . . An ingenious safety device prevents any possible damage to glass lined tanks during adjustment or operation. Available in both back geared and direct drive types.

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This edition is virtually a new book—with considerable new material. Modern manufacturing processes described without unnecessary detail. Uses of new materials indicated. Many formulas given for all types of cosmetics except hair dyes.

64 chapters arranged under the following 16 sections: The Skin; Cosmetic Classification; Formulation, Production and Packaging of Cosmetic Powders; Creams and Pastes; Liquids; Make-Up Preparations; Manicure Preparations; Deodorants; Depilatories; Suntan Preparations; Eye Preparations; Miscellaneous Hair Preparations; Bath Preparations; Miscellaneous Cosmetics; Production and Equipment Data; Tables.

Over 70 cosmetic products described, with formulas and manufacturing discussions. Clearly and simply written. 564 pages . . . \$6.05 postpaid.

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Obituaries

James Pinkerton Gilmour

James Pinkerton Gilmour died March 10 at his home at Highgate, London, England, at the age of 96. For 27 years he occupied the editorial chair of *The Pharmaceutical Journal*, which was unanimously offered to him by the Council of the Pharmaceutical Society in 1916, and which he resigned in 1933.

He was born in Glasgow, Scotland. At the age of five, he accompanied his parents to Queensland but returned ten years later. It was not until 1875 that he took up pharmacy, having been employed previously as a telegraph messenger and as a telegraph operator.

Prior to his appointment as editor of *The Pharmaceutical Journal*, he held other posts connected with pharmacy. When he retired, Mr. Gilmour did not relinquish his editorial connections but devoted much time and energy to the compilation of useful material for publication by *The Journal*. He will be remembered for his unfailing courtesy, his thoughtfulness for others and his keen sense of humor.

His wife died in 1888. He is survived by a daughter.

Mrs. Adelheid Welcke

Mrs. Adelheid Welcke, mother of Wm. A. R. Welcke, vice-president and treasurer of Fritzsche Brothers, Inc., died April 15 at her home in Mt. Vernon, N. Y. Mrs. Welcke was in her 94th year having been born in lower New York City, November 1, 1847. The daughter of John and Augusta Trageser, her father owned and operated the old John Trageser Steam Works on West 26th Street where all of the copper apparatus, stills and equipment were manufactured for the first factory maintained by Fritzsche Brothers in Hoboken, N. J.

Mrs. Welcke's early married life was spent in Milwaukee, Wis., where her husband represented a trunk and leather concern. From there she moved to Tuckahoe, N. Y., thence to Harlem and later to Pelham where she resided for some sixteen years. Leaving there, she moved to 53 Magnolia Ave., Mt. Vernon, N. Y., where she lived with her surviving daughter, Miss Adelheid E. Welcke, until her death. In addition to this daughter and Mr. Welcke, she is survived by two other sons, Edward J. and Celestine J. Welcke of Mt. Vernon, and a brother, William C. Trageser of New Rochelle.

Services were held in the Roman Catholic Church of St. Catherine at Pelham followed by burial in The Gate of Heaven Cemetery, Pleasantville, New York.

George W. White

George W. White, manager of the city sales dept. of the Mallinckrodt Chemical Works, New York, N. Y., died April 26 at the age of 73 years.

Trade Jottings

Frances Denney's newest Wild Rose preparation is a Pat-Me Mit. It is filled with Wild Rose dusting powder. The mitten is lined, and there is a tab so the mit may be hung in the boudoir.

Mary Dunhill's new gift package of White Hyacinth sachets is added to the sequence of products in that odor. The package consists of three heart-shaped pink sachets in the center of which rests a simulated white hyacinth.

Daggett & Ramsdell's Elorda cream comes in a new dress. A pink and white bordered gold label has been added to the black jar. Elorda cream is designed for use on a dry skin.

Helena Rubinstein's Keys to Beauty, three lipsticks strung on a key-chain, now come in pastel shade cases as well as the red, white and blue ones first introduced.

Ogilvie Sisters, hair and scalp specialists, are sponsoring Antoinette Donnelly, beauty editor, in a series of radio programs over Station WMCA. The program is broadcast each Monday, Wednesday and Friday, at 12:30, and each Monday, one of the seven Ogilvie Sisters is heard.

Revlon Products Corp. has introduced a lipstick brush. It comes in a cylindrical case and retails for 50 cents. One of the firm's new packages is a miniature dressing table, stocked with nail enamel, non-acid remover and cotton, emery boards and orangewood stick. The table is pale pink, skirted in white eyelet embroidery and bedecked with a pink bow.

Coty's new establishment in Rockefeller Center, New York, N. Y., named Maison Coty, is to be opened about June 1. It is being designed and decorated by Dorothy Draper, and the color scheme will be sky blue, cherry red and white. Glass is to be employed in many unusual ways.

Tecor Company of Chicago, Ill., announces that its cold cream cloths, cotton pads impregnated with a non-greasy face cleanser, are available in 200 outlets throughout the country. The cotton pads come in individual foil envelopes sold in packages of 12 or 60.

Faberge, launching its new perfume, Chambray, entertained the press April 23 at a cocktail party in the Faberge

penthouse which had been redecorated in the blue and white striped cotton. Chambray, available in perfume, the daytime perfume, cologne and bath accessories, each in several sizes, is being promoted with associated merchandise.

Antoine de Paris new make-up is Regimentals. It comes in lipstick, rouge and nail lacquer. Soleil is the new shade of powder for wear with this make-up.

Primrose House recently has made available for home use its Make-Up-Mask which originated in the firm's Fifth Ave. salon. It is designed as a pick-up treatment.

Mary Imogene Shepherd is offering a new combination package of Baby Skin Oil and its companion product, Baby Skin Oil Soap. It is designed as an introductory item.

Cosmetiques Tussy is sponsoring two promotions, one for its cream deodorant and the other for its vacation cleansing cream. The cream deodorant, which in two-ounce size is usually offered at \$1, now is available at 50 cents. The 14½ ounces of cleansing cream, especially designed for summer use, is \$1.

Woodbury, in line with its theme of "choose your powder shade by the stars," offers a matched make-up kit, including rouge, lipstick and powder, in five skin shades of which various movie stars are representative.

Barbara Gould's new shade of face powder is Sun Beauty, a deep tan shade. The firm's cleansing cream, one type each for dry and oily skin, is being offered at half-price this month.

Dorothy Gray's Hot Weather cologne series has a new scent, June Bouquet. It comes in a 12-ounce bottle.

Charles of the Ritz new packages include Tuck-Away kit which contains cleansing and make-up items, seven in all. The box is pale green with gold lettering.

Kathleen Mary Quinlan's Forget-Me-Not sequence inspired the military wedding shown in Vyvyan Donner's fashions in recent newsreels.

Shulton, Inc., has two new items for men in its Early American Old Spice line. For men who prefer shaving creams, the firm has created a brushless and a lather cream, packaged in tubes and decorated with early American trading ships. The brushless cream comes in a blue tube and the lather cream in red. Each is offered in a wood veneered box.

Madame Berthé's Zip Epilator is paired with Jordeau's cleansing cream in a combination offer, both products offered for the price of one.



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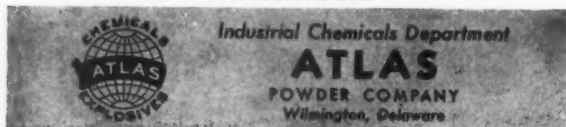


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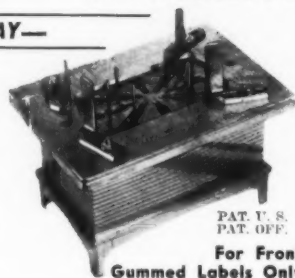
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Artificial Products Advance

HEAVERY export demand and substitution of various items for natural oils by domestic consumers resulted in a decidedly firmer trend in the aromatic chemical market over the past month. Several advances were recorded in prices and, because of increasing demands and mounting costs, higher prices are likely to be found on a number of other chemicals in the months ahead.

International developments and fears of greater delays in shipments created much concern among consumers, thus causing many of them to double up on withdrawals and to purchase larger quantities in the open market.

Artificial musks, citral, citronella, and benzyl salicylate scored advances. The rise in artificial musks, amounting to 15 to 25 cents a pound, was the first change since early 1939. Manufacturers explained that the readjustment in schedules was necessary because of difficulties in obtaining raw materials which are being used in increasing quantities in the manufacture of products for the defense program. Shortages of additional basic materials threaten to bring about an upward trend in various other aromatics. The advance in citral reflected higher costs of lemongrass oil. Chemicals derived from citronella oils were very firm.

Imported Oils at Record High

Several imported essential oils are at a record high level in price following a series of advances over the past several months. However, there are

some items still selling at reasonable figures. Recent fluctuations in citronella oils have been confined within narrow limits, notwithstanding the fact that replacement costs have been increasing steadily. In 1920 and 1923 Ceylon citronella reached 95 cents a pound. Prices last month ranged from 48 to 50 cents. A price of over \$1 for Java citronella is not considered unusual while over the past month the article sold at 45 to 50 cents a pound. Citronella is used in the manufacture of many products, including soaps, aromatic chemicals and insecticide preparations. Advices from Java indicate that shippers are entirely sold up for several months. A good business was reported to have been placed for Great Britain, at prices considerably above those prevailing here on the spot.

Domestic Oils Up

Outstanding in the domestic oil group were advances in orange, wintergreen and sweet birch. No price developments were recorded in peppermint. The oil probably would be considerably higher if the recent large quantity of Russian oil had not appeared on the market. Toward the close of last month several dealers reported slightly higher prices from the country. The most active articles in the domestic group were lemon and orange. Consumers seemed particularly anxious to buy orange since local supply houses reported a noticeable falling off in the number of shipment offers of West Indian and African oils. It is understood that vast

quantities of fruit in Africa and the West Indies, ordinarily used for oil, have been taken by the British.

Tension with regard to various imported floral oils increased to an important degree because of developments in the war. From practically all corners of the world came reports of difficulties in obtaining needed ocean shipping space. Large shippers in India suspended offers of certain articles, explaining that the shipping situation seemed hopeless.

Many soap oils were difficult to obtain in the local market. Coconut oil, corn oil, niger palm oil, stearic acid and red oil were all higher. Offerings of imported and domestic oils and fats were light throughout the period and quotations in several cases were entirely nominal. Ocean tonnage rates on importations of coconut oil, copra and copra cake from the Philippines were increased \$10 per ton.

Tartaric Acid May Advance

While prices on tartaric acid are up sharply from those prevailing at the beginning of the year there have been persistent rumors in the market to the effect that manufacturers would again be forced to raise quotations.

Beverage manufacturers, entering upon the most active season of the year, have been forced to turn to citric acid because of difficulty in obtaining tartaric as well as the abnormally high prices. The change from tartaric to citric has been so rapid and of such proportions, however, that citric acid is becoming increasingly difficult to obtain. One leading manufacturer of citric acid has sold his entire output up to August.

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ESSENTIAL OILS

Almond Bit, per lb.	\$3.75@ \$4.00
S. P. A.	3.85@ 4.10
Sweet True	1.50@ 1.80
Apricot Kernel	.55 Nom'l
Amber rectified	1.25@ 1.35
Angelica root	125.00 Nom'l
Anise, U. S. P.	.90@ 1.00
Aspic (spike) Span.	1.85@ 2.50
Bay	1.25@ 1.35
Bergamot	20.00 Nom'l
Artificial	3.25@ 6.00
Birch, sweet	1.60@ 3.00
Birchtar, crude	.48@ .50
Birchtar, rectified	1.25@ 1.35
Bois de Rose	2.25@ 2.60
Cade, U. S. P.	.60@ .65
Cajeput	.98@ 1.05
Calamus	10.00 Nom'l
Camphor "white"	.40@ .45
Cananga, Java native	5.50@ 6.00
Rectified	6.50@ 7.00
Caraway	9.50@ 10.00
Cardamon, Ceylon	22.50@ 25.00
Cassia rectified, U. S. P.	2.45@ 2.60
Cedar leaf	1.05@ 1.25
Cedar wood	.27@ .40
Celery	20.00@ 25.00
Chamomile (oz.)	8.00 Nom'l
Cinnamon	8.00@ 16.25
Citronella, Ceylon	.48@ .50
Java	.45@ .50
Cloves, Zanzibar	1.20@ 1.40
Copaiba	.55@ .70
Coriander	18.00@ 22.00
Imitation	5.50@ 6.75
Croton	3.00@ 3.75
Cubebs	3.65@ 4.00
Cumin	7.75@ 8.25
Dillseed	5.50 Nom'l
Erigeron	2.20@ 2.75
Eucalyptus	.67@ .81
Fennel, Sweet	2.25@ 2.55
Geranium, Rose, Algerian	15.25@ 18.00
Bourbon	15.00@ 18.00
Turkish	3.25@ 3.80
Ginger	5.35@ 6.00
Guaiac (Wood)	3.75@ 4.00
Hemlock	1.00@ 1.25
Juniper Berries	9.50 Nom'l
Juniper Wood	.65@ .75
Laurel	5.00 Nom'l
Lavandin	4.50 Nom'l
Lavender, French	6.75@ 9.75
Lemon, Italian	5.75@ 6.25
Calif.	3.25@
Lemongrass	1.25@ 1.50
Limes, distilled	5.75@ 6.25
Express	9.00@ 10.00
Linaloe	2.50@ 3.00
Lovage	85.00@ 95.00
Marjoram	6.00@ 17.00
Neroli, Bigrade, P.	335.00@360.00
Petale, extra	375.00@400.00
Olibanum	5.25@ 5.75
Opopanax	18.00@ 20.00
Orange, bitter	4.50@ 4.80
Sweet, W. Indian	3.00@ 3.50
Italian	8.00 Nom'l
Calif. exp.	2.75@
Orris root, con. (oz.)	12.50 Nom'l
Orris root, abs. (oz.)	85.00 Nom'l
Orris liquid	25.00@ 30.00
Pennyroyal Amer.	2.65@ 3.00
European	2.75@ 3.00
Peppermint, natural	3.40@ 3.50
Redistilled	3.65@ 3.85
Petitgrain	1.45@ 2.00
Pimento	3.00@ 4.75
Pinus Sylvestris	3.15@ 3.85

Pumillonis	3.75@ 4.00
Rose, Bulgaria (oz.)	16.00@ 22.00
Rosemary, French	2.00 Nom'l
Spanish	.85@ 1.00
Sage	5.00 Nom'l
Sage, Clary	45.00 Nom'l
Sandalwood, East India	5.50@ 6.00
Australia	5.80@ 6.00
Sassafras, natural	1.15@ 1.30
Artificial	.75@ .80
Snake root	8.50@ 9.00
Spearmint	2.75@ 3.00
Thyme, red	1.50@ 2.00
White	1.75@ 2.25
Valerian	25.00 Nom'l
Vetiver, Bourbon	10.00 Nom'l
Java	6.50@ 8.00
Wintergreen	4.00@ 8.00
Wormseed	2.45@ 2.85
Ylang Ylang, Manila	24.00 Nom'l
Bourbon	10.00 Nom'l

TERPENELESS OILS

Bay	2.25@ 3.00
Bergamot	25.00 Nom'l
Clove	3.00@ 4.75
Coriander	48.00@ 50.00
Geranium	Nominal
Grapefruit	60.00@ 65.00
Sesquiterpeneless	85.00@
Lemon	20.00@ 25.00
Lime, ex.	68.00@ 70.00
Orange, sweet	100.00@120.00
Bitter	98.00@115.00
Petitgrain	2.65@ 3.75
Rosemary	6.00@ 6.50
Sage, Clary	Nominal
Vetiver, Java	35.00 Nom'l

DERIVATIVES AND CHEMICALS

Acetaldehyde 50%	1.50@ 2.00
Acetophenone	1.75@ 2.00
Alcohol C 8	10.00@ 13.50
C 9	22.00@ 35.00
C 10	12.00@ 16.00
C 11	17.00@ 19.00
C 12	7.45@ 15.00
Aldehyde C 8	22.50@ 28.00
C 9	23.00@ 30.00
C 10	29.00@ 35.00
C 11	21.25@ 23.50
C 12	23.00@ 28.00
C 14 (so-called)	9.50@ 10.00
C 16 (so-called)	8.25@ 12.00
Amyl Acetate	.50@ .75
Amyl Butyrate	.90@ 1.10
Amyl Cinnamate	4.50@ 5.80
Amyl Cinnamate Aldehyde	2.00@ 3.50
Amyl Formate	1.00@ 1.75
Amyl Phenyl Acetate	3.00@ 5.55
Amyl Salicylate	.75@ .90
Amyl Valerate	1.85@ 2.10
Anethol	1.05@ 1.30
Anisic Aldehyde	2.80@ 3.20
Benzophenone	.90@ 1.30
Benzyl Acetate	.85@ 1.25
Benzyl Alcohol	.70@ 1.00
Benzyl Benzoate	.85@ 1.75
Benzyl Butyrate	4.50@ 6.00
Benzyl Cinnamate	5.25@ 6.50
Benzyl Formate	3.60@ 4.00
Benzyl-Iso-eugenol	11.00@ 12.50
Benzylidenacetone	2.25@ 3.40
Borneol	1.85@ 2.00
Bornyl Acetate	1.75@ 2.25
Bromstyrol	3.75@ 4.25
Butyl Acetate	.081/2@ .141/2
Butyl Propionate	2.00@
Butyric aldehyde	12.00@
Cinnamic Acid	3.75@ 4.50

Cinnamic Alcohol	4.50@ 6.50
Cinnamic Aldehyde	1.10@ 1.35
Cinnamyl Acetate	7.50@ 11.00
Cinnamyl Butyrate	12.00@ 14.00
Cinnamyl Formate	13.00@
Citral C. P.	2.50@ 3.00
Citronellal	2.00@ 2.75
Citronellol	1.90@ 2.30
Citronellyl Acetate	4.25@ 5.50
Coumarin	2.75@ 3.00
Cuminic Aldehyde	27.00@ 48.00
Diethylphthalate	.24@ .33
Dimethyl Anthranilate	5.75@ 8.00
Ethyl Acetate	.25@ .50
Ethyl Anthranilate	5.75@ 7.50
Ethyl Benzoate	.95@ 1.50
Ethyl Butyrate	.95@ 1.35
Ethyl Cinnamate	3.25@ 3.80
Ethyl Formate	.75@ 1.25
Ethyl Propionate	1.00@ 2.10
Ethyl Salicylate	1.15@ 2.50
Ethyl Vanillin	6.00@ 6.50
Eucalyptol	.90@ .95
Eugenol	1.80@ 2.10
Geraniol, dom.	1.15@ 3.50
Geranyl Acetate	1.65@ 2.25
Geranyl Butyrate	6.75@ 8.00
Geranyl Formate	4.00@ 6.25
Heliotropin, dom.	3.40@ 3.75
Hydrotopic Aldehyde	25.00@ 27.50
Hydroxycitronellal	2.25@ 6.00
Indol, C. P. (oz.)	33.00@ 35.00
Iso-borneol	2.00 Nom'l
Iso-butyl Acetate	2.00@ 2.65
Iso-butyl Benzoate	2.25@ 2.85
Iso-butyl Salicylate	2.75@ 5.50
Iso-eugenol	2.85@ 4.50
Iso-safrol	2.00@ 2.25
Linalool	3.10@ 4.75
Linalyl Acetate 90%	3.50@ 7.00
Linalyl Anthranilate	15.00@
Linalyl Benzoate	10.50@
Linalyl Formate	9.00@ 12.00
Menthyl, Japan	4.10@ 4.25
Chinese	4.05@ 4.20
Synthetic	4.00@ 4.10
Methyl Acetophenone	1.60@ 2.00
Methyl Anthranilate	2.30@ 3.25
Methyl Benzoate	.85@ 1.75
Methyl Cellulose, f.o.b. ship-	
ping point	Nominal .60
Methyl Cinnamate	2.65@ 3.00
Methyl Eugenol	3.50@ 6.75
Methyl Heptenone	2.50@ 4.50
Methyl Heptene Carbonate	40.00@ 45.00
Methyl Iso-eugenol	6.25@ 11.50
Methyl Octine Carbonate	24.00@ 30.00
Methyl Paracresol	2.25@ 5.00
Methyl Phenylacetate	2.00@ 3.50
Methyl Salicylate	.35@ .40
Musk Ambrette	3.85@ 4.20
Ketone	4.00@ 4.35
Xylene	1.25@ 1.55
Neralin (ethyl ester)	1.35@ 1.80
Nonyl Acetate	.40@ .45
Octyl Acetate	.30@ .35
Paracresol Acetate	2.50@ 5.00
Paracresol Methyl Ether	2.50@ 3.50
Paracresol Phenyl-acetate	6.50@ 8.50
Phenylacetaldehyde 50%	2.30@ 4.00
100%	3.85@ 7.00
Phenylacetic Acid	2.00@ 3.75
Phenylethyl Acetate	2.45@ 5.00
Phenylethyl Alcohol	3.00@ 3.85
Phenylethyl Anthranilate	16.00@
Phenylethyl Butyrate	3.00@ 10.00
Phenylethyl Propionate	5.50@ 7.00
Phenyl Formate	12.50@ 18.00
Phenyl Valerianate	16.00@

(Continued on p. 85)

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(Continued from p. 83)

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Phenylpropyl Alcohol	4.00@	6.30
Phenylpropyl Aldehyde	8.10@	10.25
Rhodinol	25.00@	30.00
Safrol	1.00@	1.10
Santalyl Acetate	20.00@	22.50
Skatol C. P. (oz.)	5.50@	8.00
Styralyl Acetate	5.00@	8.50
Styralyl Alcohol	9.25@	12.00
Terpineol, C. P.	.30@	.42
Terpinyl Acetate	.80@	1.20
Thymene	.45@	
Thymol	1.55@	1.60
Vanillin (clove oil)	2.60@	2.75
(guaiacol)	2.50@	2.65
Lignin	2.50@	2.65
Vetivert Acetate	25.00	Nom'l
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

BEANS

Angostura	2.40@	2.65
Tonka Beans, Surinam	.80@	.85
Vanilla Beans		
Mexican, whole	9.50@	10.00
Mexican, cut	8.50@	9.50
Bourbon, whole	10.50	Nom'l
South American	9.50@	10.00
Tahiti	5.75@	6.10

SUNDRIES AND DRUGS

Acetone	.07 1/2@	.08
Almond meal	.25@	.27
Ambergris, ounce	12.00@	20.00
Balsam, Copaiba	.28@	.30
Peru	.75@	.80
Beeswax, bleached, pure		
U.S.P.	.39@	.42
Yellow, refined	.36@	.37
Bismuth sub-nitrate	1.20@	1.22

Boras, crystals, carlot, ton	48.00@	58.00
Boric Acid, ton	125.00@	140.00
Calamine	.18@	.20
Calcium, phosphate	.08@	.08 3/4
Phosphate, tri-basic	.09@	.10
Camphor	.85@	.87
Domestic	.62@	.75
Castoreum	12.00@	20.00
Cetyl Alcohol	1.50@	2.00
Pure	1.85@	2.25
Chalk, precip.	.03 1/2@	.06 1/2
Cherry laurel water, din.	4.75@	5.25
Citric Acid	.21	Nom'l
Civet, ounce	19.50@	21.00
Clay, Colloidal	.07@	.15
Cocoa butter lump	.15@	.25
Cyclohexanol (Hexalin)	.30@	.50
Fuller's Earth, ton	15.00@	33.00
Glycerine, C. P. drums	.12 1/2@	.15 1/4
Gum Arabic, white	.38@	.40
Amber	.17 1/2@	.18
Gum Benzoin, Siam	2.00@	2.25
Sumatra	.26@	.28
Gum galbanum	1.25@	1.50
Gum myrrh	.60@	.65
Henna powd.	.33@	.38
Kaolin	.03@	.05
Labdanum	3.25@	5.00
Lanolin, hydrous	.25@	.30
Anhydrous	.27@	.30
Magnesium, Carbonate	.09@	.10 3/4
Stearate	.24@	.27
Musk, ounce	35.50@	40.00
Olibanum, tears	.30@	.35
Siftings	.09@	.13
Orange flower water, carboy	5.00@	
Orris root, powd.	1.40	Nom'l
Paraffin	.06 1/4@	.09
Peroxide	1.10@	1.75
Petrolatum, white	.06 1/4@	.08 1/2
Quince seed	1.50@	2.00
Rich starch	.08@	.09 1/2
Rose leaves, red	3.00@	3.50

Rose water, din.	4.75@	5.00
Rosin, M. per cwt.	2.49@	
Salicylic acid	.35@	.40
Saponin	3.00@	3.25
Silicate, 40°, drums, works,		
100 pounds	.80@	1.20
Soap, neutral white	.20@	.25
Sodium, Carb.		
58% light, 100 pounds.	1.35@	2.35
Hydroxide, 76% solid, 100		
pounds	2.60@	3.75
Spermaceti	.23@	.25
Stearate zinc	.27@	.29
Styrax	1.50@	1.75
Tartaric acid	.64	Nom'l
Tragacanth, No. 1	3.00@	3.10
Triethanolamine	.34 1/2@	.42
Violet flowers	1.75@	2.00
Zinc Oxide, U. S. P. bbls.	.20	Nom'l

OILS AND FATS

Castor No. 1, tanks	.09 1/2@	
Cocoonut, Manila Grade,		
tanks	.05 1/4@	
Cocoonut Oil, tanks	Nominal	
Corn, crude, Midwest mill,		
tanks	.09 3/4@	
Corn Oil, distilled, bbls.	.11 1/2	Nom'l
Cotton, crude, Southeast,		
tanks	.08/s	
Grease, white	.07 1/2	Nom'l
Lard	.08 1/2@	.10
Lard oil, common, No. 1 bbls.	.10 3/4@	
Palm, kernel, bulk, ship	Nominal	
Palm, Niger, drums	.05 3/4@	
Peanut, refined, barrels	.11 1/4@	
Red Oil, distilled, tanks	.10 3/4@	
Stearic acid		
Triple pressed	.15 1/2@	.16 1/2
Saponified	.15 3/4@	.16 3/4
Tallow, acidless, barrels	.10 3/4@	
Tallow, N. Y. C. extra	.07 1/2@	
Whale oil, refined	.09 1/2@	

How war is affecting essential oil prices shown in study

The effect of war on chemical prices is the subject of an interesting study by the *Oil, Paint and Drug Reporter*. A dozen essential oils are included in the study. A few instances will emphasize the effect of the war. Thus, bergamot in 1913 was sold at \$6 per pound. In the war period of 1917 the price rose to \$7.50. In July, 1939, it was \$3.65; now it is quoted at \$22. Algerian geranium oil advanced from \$7.50 to \$11 per pound in the World War. Just before this war it was sold at \$2.65; now it is quoted at \$15. Oil lavender flowers with 30 to 32 per cent ester content rose from \$3.75 to \$11 in the World War. In this war it has advanced from \$2 to \$5.

FTC drops case against Chanel, Inc., on compliance with order

The petition for the review of the order of the Federal Trade Commission in the Chanel, Inc., case which was filed in November, 1939, was dismissed by the Second Circuit Court of Appeals because the company filed a report showing compliance with its cease and desist order prohibiting representations through the use of terms, symbols or

picturizations indicative of French origin that the company's products which are compounded in the United States are made in France or any other foreign country.

DCAT annual outing at Skytop, Pa., October 23-26

The annual autumn outing of the Drug Chemical and Allied Trades Section of the New York Board of Trade, Inc., will be held October 23 to 26 at Skytop, Pa.

Control system must be furnished in applications for new drugs

With new drug applications manufacturers now are being required by the FDA to furnish a detailed description of their control systems with especial reference to the effectiveness of them in determining strength, quality, purity and identity of the products.

Plan to arbitrate all worker-employer misunderstandings

Some significant pitfalls to be avoided when drawing up a labor contract to insure future peace between unions and employers have been made the subject

of a survey by the American Arbitration Assn. The labor tribunal of the association was established to provide workers and employers with nation-wide labor arbitration facilities; and the survey was conducted to enable it to function to better advantage.

Du-Rite Chemical Co. acquires Dethol Mfg. Co.

The Du-Rite Chemical Co., Brentwood, Md., has taken over the production and sales management of the Dethol Manufacturing Co., insecticide manufacturers. Douglas Lawrence is president of the new company and Earl R. Ament is vice-president. The new management plans an intensive selling campaign.

Ar. Winarick denies any agreement to create a monopoly

In its answer to the FTC complaint Ar. Winarick, Inc., New York, N. Y., and Joseph A. Gallagher, vice-president and general sales manager, deny that they entered into any agreement to create a monopoly or suppress competition in the sale of beauty parlor and barber supplies or that they cut off supplies to jobbers failing to sell products at prices contained in price lists.

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- 4—200 gal. Nickel Tanks.
- 2—Single Punch and Rotary Tablet Machines; 1—Colton Rotary No. 2, 5/8"; 1—Stokes Rotary RD No. 1, 1".
- 1—30 gal. Nickel Jack, Agit., m.d. Vacuum Still.
- 1—Colton #14 Auto. Tube Filler, Closer, Clipper.
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